

# Southern BUILDING SUPPLIES

APRIL, 1956

SERVING DEALERS



AND WHOLESALERS

## OUR BILL OF GOODS

How To Work Out  
an Operating Budget

Texas Dealer Brings  
Services Up to Date

Next 10 Years Look  
Even Brighter!

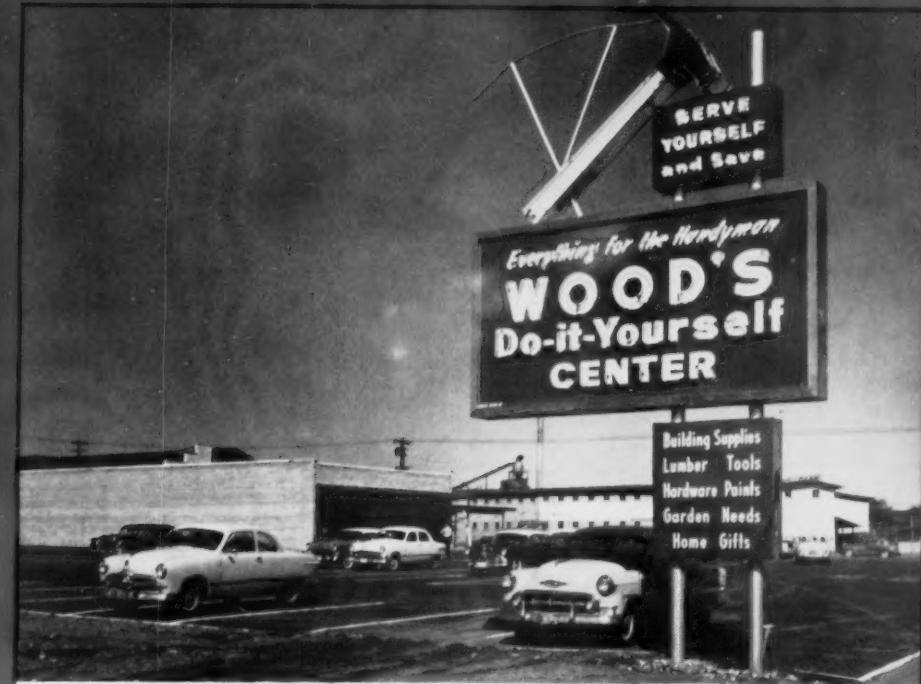
Silent Salesmen

Reports of Tenn., W. Va.,  
La., Miss. Conventions

Helpful Literature

Contents on page 3

12,050 Copies This Month



*Sells 'Everything for Handyman'* — page 60

## *Big Spring Parade of* NEW BUILDING PRODUCTS

pages 79-102

## PREVIEW OF 70TH ANNUAL TEXAS DEALER CONVENTION

San Antonio - Coliseum - April 15, 16, 17

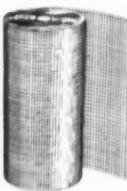
pages 63-76

# Everything in Aluminum Screens right in your OWN BACKYARD! \*



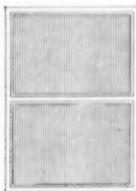
## BURNS LIVE WIRE TENSION SCREENS

Packaged profits — ready sales! The Burns Screen's superb quality features have been sparking dealer sales all over the South. They're easy to display, easy to sell, easy to install, easy to store. And every one is colorfully packaged — *individually*.



## CONWIRE ALUMINUM SCREEN CLOTH

Woven in Consolidated's Covington plant. From a  $\frac{3}{8}$ " aluminum rod, 28 dies in three separate machines produce .013" wire. Result: a perfect screen that is quality controlled from rod to aluminum cloth. Shipped direct from our Atlanta warehouse.



## CONWIRE FULL FRAME SCREENS

Practical beauty for any type window — double hung, awning, casement, jalousie, hopper, traverse — you name it. Conwire Screen is rolled into precision-made, heavy gauge aluminum frames fabricated in Consolidated's Atlanta plant.

\* From our own plants in Covington and Atlanta, Georgia, Consolidated Wire Products Company delivers

3: TOP SELLING PRODUCTS IN ONE VERSATILE LINE  
For information,  
write or call...

Consolidated  
WIRE PRODUCTS  
C O M P A N Y

249 SPRING STREET, S. W., ATLANTA, GEORGIA • ALPINE 4514

SOUTHERN BUILDING SUPPLIES is published monthly at 214 W. Morehead St., Charlotte, N. C., by W. R. C. Smith Publishing Company, Charlotte, N. C. and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 8, Ga.  
Accepted as controlled circulation publication at Charlotte, N. C.



**NEW DURAflex DISPLAY  
OPENS THE DOOR TO  
FASTER THRESHOLD SALES!**

Colorful, eye-catching aluminum floor display compels attention, spotlights the bright, modern cartons—becomes a whole new threshold "department." Holds 48 thresholds, yet takes only 2' by 2' of floor space. It's yours from your jobber and the DURAflex Company . . . free! Write today for full information!

**DURAflex**  
**America's most advanced  
thresholds!**

Durable aluminum base, flexible vinyl arch provide positive sealing . . . blocks out rain, snow, dust, draft, insects! Fits any doorway . . . can be installed with "do-it-yourself" ease. DURAflex thresholds in DURAflex floor displays will win sales as no other threshold can!



**NOW! COMMERCIAL DURAflex**  
**For a rich, new market!**

New broad-base, heavy-duty threshold to meet the fast growing demand for commercial installations! Dramatically reduces losses on air-conditioning and heating . . . highly resistant to stains, grease . . . cleans easily. Used by leading companies . . . a great new profit item!

Write to

**THE DURAflex® CO.**

3500 N.W. 52nd STREET  
MIAMI, FLORIDA

PHOENIX • MIAMI • TORONTO

D-12-A

U.S. Pat. 2,718,677  
U.S. and Foreign Pats. Pending

**THE GREATEST THRESHOLD IMPROVEMENT IN 25 YEARS**

APRIL, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



# The **BREAK TEST**

...lets you prove for  
yourself that Plastergon  
insulating board is stronger

Plastergon Lockaire and Budgetaire Insulating boards are made with the toughest fiber of them all—licorice root. Prove it for yourself by breaking a piece over the edge of your desk or counter—then compare with other boards of equal thickness.

Here is extra strength and rigidity—with no loss of valuable insulating properties. Competitively priced—Complete stocks, one source. Send for samples to make the "Break Test".

Just 5 of Plastergon's Complete Line of Wallboards and Insulating Boards.

**LOCKAIRE**— $\frac{1}{2}$ " and  $2\frac{5}{32}$ " Asphalic board. 48" wide . . . 6 to 12 ft. long . . . also v-joint panels 2' x 8'.  $2\frac{5}{32}$ " building board.

**LOCKAIRE PAINTCOTE**— $\frac{1}{2}$ " insulating board. Factory painted one side 48" wide . . . 6 to 12 ft.

**BUDGETAIRE PAINTCOTE**— $\frac{5}{16}$ " insulating board. Factory painted one side, 48" wide . . . 6 to 12 ft. Bundles of 10.

**EBONY**— $\frac{1}{4}$ " asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.

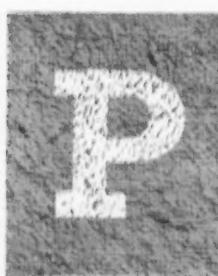
**LOCKAIRE CEILING TILE** . . . factory painted one side, 12" x 12", 16" x 16", 16" x 32", 25 tile per bundle.

Get with the Wallboard Line that has what **ALL** your customers want!

## **PLASTERGON Wallboards**

THE PLASTERGON WALLBOARD COMPANY  
P.O. BOX 40, STATION B, BUFFALO 7, N. Y.

Cable Address, "PLASTERGON" • Phone Riverside 3370



# Southern BUILDING SUPPLIES

APRIL, 1956

VOL. XI No. 4

806 Peachtree St., N.E., Atlanta 8, Ga.

DONALD L. MOORE, Editor and Manager

HELEN MATTHEWS, Assistant Editor

T. W. McALLISTER, Editorial Director

\*BARON CREAGER, Southwestern Editor

E. B. FORD, Business Manager

J. A. MOODY, Production Manager

## April Shower of Features

Spring Parade of New Products	79
Texas Convention Highlights	63
Working Out a Dealer's Sales Budget	55
Texas Dealer Updates Services	58
Most Complete DIY Mart in South	60

## Departmentized News

Top News of the Month	8
Looking 10 Years Behind and Ahead	16
'Better Way' Shared by Dealers	35
Convention Reports and Association News	105
Dealers in News of Month	112
News Among the Manufacturers	118

Copyright, 1956, W. R. C. Smith Publishing Co., Atlanta, Ga.



BUSINESS PUBLICATIONS AUDIT OF CIRCULATION  
NATIONAL BUSINESS PUBLICATIONS



Published monthly and mailed without charge to the wholesale and retail lumber and building material dealers in the 18 Southern and Southwestern states and the District of Columbia. To all others there is a subscription price of 25 cents per copy or \$2.00 per year.

## Business Representatives

CHICAGO: Robert A. Blum, 333 North Michigan Avenue, Tel. Central 6-4131.

CLEVELAND: W. G. Sheehan, 17021 Amber Drive, Cleveland 11, Ohio. Tel. Winton 1-1806.

NEW YORK: Gerard Teasdale, 78 Manhattan Ave., New York 25, Tel. University 4-2087.

\*DALLAS: Baron Creager, 7713 Inwood Road, Dallas 9, Texas. Tel. Fleetwood 7-2937.

LOS ANGELES: Loyd B. Chappell, 810 S. Robertson Boulevard, Los Angeles 35, Calif. Tel. Crestview 4-5151.

GASTONIA, N.C.: W. C. Rutland, P. O. Box 102, Tel. University 7-7995.

MIAMI, FLA.: Ray Rickles, 814 Chamber of Commerce Building, Miami 32, Fla. Tel. 9-1495.

Published Monthly in Atlanta, Ga., and Charlotte, N.C., by

W. R. C. SMITH PUBLISHING COMPANY

Publishers also of TEXTILE INDUSTRIES, SOUTHERN POWER AND INDUSTRY, SOUTHERN AUTOMOTIVE JOURNAL, SOUTHERN HARDWARE, AND ELECTRICAL SOUTH

W. J. ROOKE, Chairman of the Board; RICHARD P. SMITH, President and Treasurer; T. W. McALLISTER, First Vice President; E. W. O'BRIEN, Vice-President; A. E. C. SMITH, Vice President; JOHN C. COOK, Vice-President; A. F. ROBERTS, Secretary; SEBASTIAN J. JONES, Asst. Secretary and Treasurer.

# IT PAYS TO PUSH A LEADER!

## Sell Sisalkraft

to your Builder trade for protection on and around the construction job.

Handy too, during remodeling.



## Sell Sisalkraft

to Farmers for silo, haystack, grain bin covers, etc. Ideal for sun, wind, rain, & dust protection when used to line sheds, barns, & poultry houses.

A Quality Product Line  
by a Reputable Firm

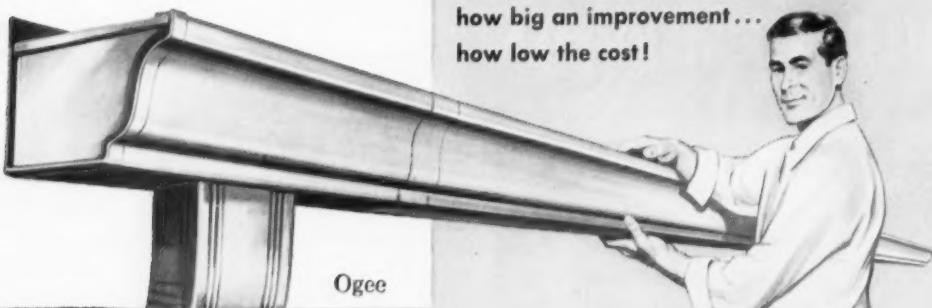
AMERICAN  
**SISALKRAFT**  
CORPORATION

Dept. SB-4, Attleboro, Massachusetts

Show 'em how easy...

how big an improvement...

how low the cost!



There's steady profit sure as rain in

## REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS

Put up a simple installation like the one above, or use the Reynolds counter display with sample section, and customers can *see* how easy these gutters fit together... slip-joint connectors, no soldering. Light to handle, handsome, they never need painting... add far more value to a house than their low cost. Ogee Embossed in 4", 5", 6" sizes, mill finish in 5" only. Half-Round embossed or mill finish, 5" and 6". Stock at least one type complete with matching downspouts and all fittings. See your supplier. Write for literature. **Reynolds Metals Company**, Building Products Division, 2026 South Ninth Street, Louisville 1, Kentucky.



Half-Round

*Fast Turnover!*

**REYNOLDS ALUMINUM  
REFLECTIVE INSULATION**

The perfect insulation item! Takes far less space for equivalent coverage. Attractive, easiest to put up, very low cost. Gives you a powerful selling story of heat-reflective efficiency and vapor barrier. 25", 33" and 36" wide, in boxed rolls of 250 sq. ft.—foil on one or both sides.

### Many Uses!



**REYNOLDS Lifetime ALUMINUM  
FLASHING.** This .019" aluminum sheet is a handy material for many do-it-yourself uses besides flashing. 50' rolls in display cartons, easy to handle. 14", 20" and 28" widths.



**REYNOLDS Lifetime ALUMINUM  
NAILS.** Self-selling because each type of nail is boxed in its own display carton, carrying full description and these strong sales points: rustproof, non-staining, never need deep setting or puttying.

See "FRONTIER," Reynolds great dramatic series, Sundays, NBC-TV Network.

# REYNOLDS ALUMINUM BUILDING PRODUCTS

# Association DIRECTORY

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

**Alabama Building Material Exchange** — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Louis Meer, Birmingham, Ala.

**Arkansas Association of Lumber Dealers** — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Frank Moore, Newport, Ark.

**Building Material Merchants of Georgia** — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. EM 5609. President: Charles W. Peek, Jr., Cedartown, Ga.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: G. L. Goodson, Lincolnton, N. C.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: D. C. Dawkins, Jr., Jacksonville, Fla.

**Kansas Lumbermen's Association** — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: L. J. Wolfe, Mankato, Kan.

**Kentucky Retail Lumber Dealers Association** — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: Kenneth A. Lawson, Harlan, Ky.

**Louisiana Building Material Dealers Association** — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Roy S. Brown Jr., Lake Charles, La.

**Lumbermen's Association of Texas** — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. GReenwood 2-1194. President: W. H. Curry, Waco, Tex.

**Middle Atlantic Lumbermen's Association** — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnybacker 5-5377. President: Luther H. Schmoyer, Boyertown, Pa.

**Mississippi Retail Lumber Dealers Association** — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: L. P. Marshall, Sumner, Miss.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Raymond A. Schaub, Whiting, Ind.

**Oklahoma Lumbermen's Association** — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: T. J. Hughes, Cushing, Okla.

**Southwestern Lumbermen's Association** — 512 R. A. Long Building, Kansas City 8, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: J. R. Grobmyer, Little Rock, Ark.

**Tennessee Building Material Association** — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Abner U. Taylor, Jackson, Tenn.

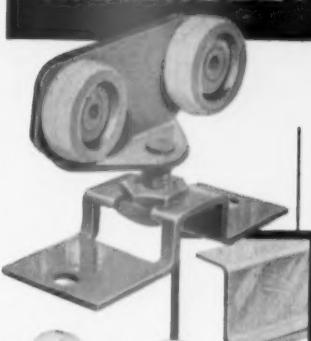
**Virginia Building Material Association** — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: E. R. English, Altavista, Va.

**West Virginia Lumber and Builders Supply Dealers Association** — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Robert Briggs, Charles-ton, W. Va.

# Quality to fit the job!

*Glide-Master*

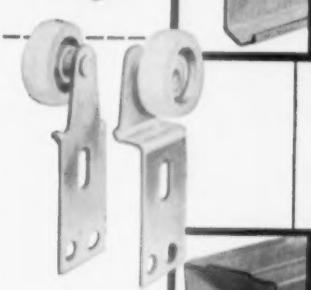
## SLIDING DOOR AND WARDROBE HARDWARE



*Glide-Master*

### HARDWARE FOR PASSAGeway DOORS

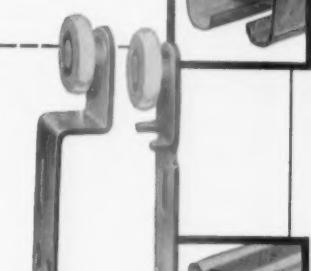
Double, factory-lubricated ball bearing nylon wheels for lifetime free-rolling action. Top-mounting — hangers adjustable without wrenches. Home buyers like Glide-Master's silent, fingertip action!



*Glide-Master*

### HARDWARE FOR WARDROBE DOORS

Available in both top-mount and side-mount models. Roll formed, V-bottom track. Adjustable hangers. Ball bearing nylon wheels. Hang any door in minutes!



*Glide-Master*

### ECONOMY HARDWARE for WARDROBES

Budget-priced but equal in quality to most hardware that costs far more! Solid nylon wheels. Adjustable hangers. Roll formed track. Installs in only 11 minutes!

See this Glide-Master display at your dealer's

Your dealer has a complete supply of Glide-Master packaged kits and bulk hardware

write for free catalog to:

**ARTHUR COX & SONS**

INCORPORATED

70 NO. SYCAMORE • PASADENA, CALIF.





# flair

## fold-down because...

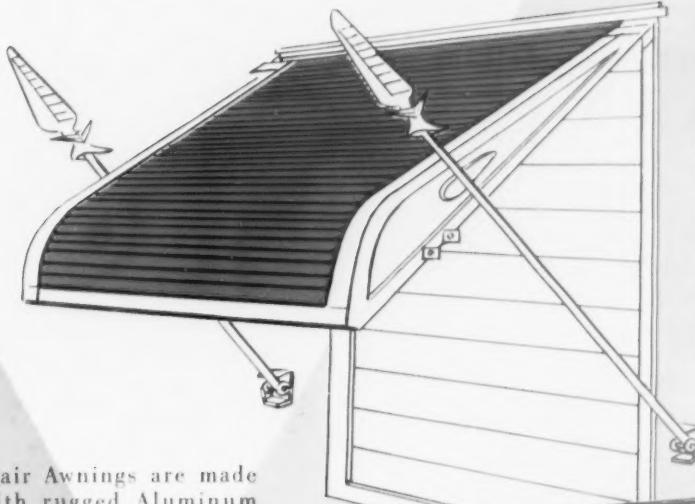
Flair fold-down awnings are made by the south's largest manufacturers of all aluminum awning-shutters. Because Flair fold-down dealers are backed by complete well planned, sure-fire promotional material featuring a high quality product . . . because Flair offers the most complete awning line in the industry and the highest profits.

**CHECK THIS TRIPLE THREAT PROFIT TEAM**



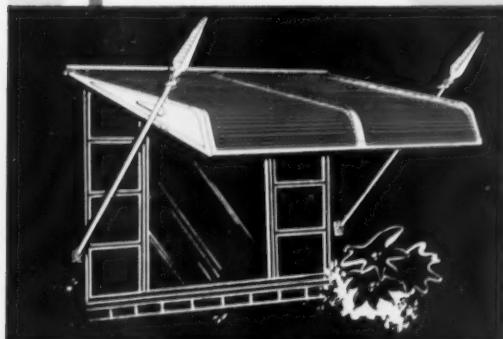
SeaView manufactures the famous All-Aluminum American Car-Port, the beautifully curved Playtime Patio as well as the . . .

# dealers don't fold-up!



Flair Awnings are made with rugged Aluminum Frames and locked panels of aluminum or fibre glass. Choice of 8 decorator colors.

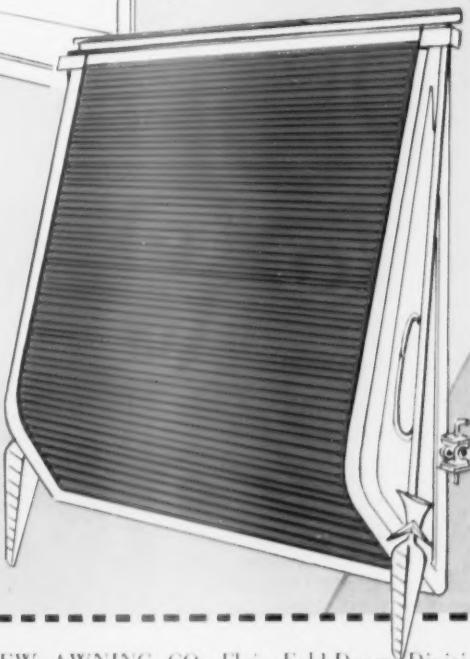
Dealer Promotion Aids include Newspaper Mats, TV and Radio Scripts, full color Brochures, full color Mailers, and point of purchase helps such as Illuminated Dealer Signs that spell "SELL"!



**flair**  
fold-  
down  
awning

## WHY A HURRICANE AWNING?

Eleven major hurricanes threatened the United States in 1955. The damage to American homes was more than two billion dollars. Storm "Diane" alone accounted for One Billion Dollars in property destruction. Conservatively, the loss in human lives was 1,518, (Miami Herald—Feb. 5, 1956). The greatest losses were in areas totally unprepared for hurricanes.



SEAVIEW AWNING CO. Flair Fold-Down Division  
4030 N.W. 29th Street • Miami 42, Florida

Write on your Company letterhead for complete information about Flair Fold-Down Awnings.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY ..... ZONE ..... STATE .....

SB 3

# TOP NEWS

For Dealers, Wholesalers and Manufacturers

## Texans Combine OHI with Urban Renewal Program

JOINING with four other civic and commercial organizations, the Coastal Bend Retail Lumber Dealers Assn., at Corpus Christi, Tex., launched a concerted campaign to combine a continuing program to tie in with *Operation Home Improvement* and the Urban Renewal Program, at a meeting on March 5, in which more than 400 men and women actively participated.

Don Moore, assistant director of OHI, New York City, declared that this was the first time to his knowledge that the two programs had been launched together and he predicted an outstanding success of the idea.

The kick-off meeting was launched by the combined efforts of the lumbermen's organization, the City of Corpus Christi, Chamber of Commerce Area Development Committee, Corpus Christi Real Estate Board, and the Home Builders Assn. of Corpus Christi. The meeting opened at 4 p.m. and lasted less than five hours, but because of the brief and concise explanations of the two-pronged program by national and local speakers, the idea was clear to those present. The Coastal Bend Retail Lumber Dealers Assn. met immediately and formulated a definite program of following through on the area-wide, over-all plan of home improvement and urban development.

Urban development fits ideally into the OHI program, it was pointed out by Tom Lankford of Selby-Lankford-Ewing Lumber Co. and president of the area dealer organization, because a major port and highway program, soon to start, provides an ideal area where an urban renewal program may be carried out.

Nationally-known speakers who helped to launch the two-way program included Albert Cole, administrator of HHFA, Washington; J. W. Follin, commissioner of URA, Washington; and George Goodyear, Charlotte, N. C., representing the National Assn. of Home Builders.

With the local Chamber of Commerce actively backing the plan, various groups which can profitably participate in the two-pronged program have appointed a committee, made up of representatives of the various building and supplier groups. This committee has

worked out a definite and continuing program of advertising and promotion which features home improvement and urban renewal practices.

The lumbermen, through their own area organization, in turn, have appointed a special committee to work out a program whereby all members of the association will actively participate in the community program.

Already the association is running its own advertising campaign to make the public home-improvement conscious. This program includes both newspaper display space and TV time, paid for by the local dealers' organization.

Individual lumber dealers are tying in with the idea through their own advertising.

In order that members of the lumber dealers' organization may capitalize on association advertising and make it more attractive for non-members to join and actively participate in the program, the association has designed an emblem which will be displayed on the front of all member stores and may be used in members' individual advertising.

"This is a tremendous opportunity for lumber dealers not only to increase business through constant stimulation of the home improvement idea, but it offers an opportunity to render a real community service through our efforts to eliminate slum areas through replacement with modern homes and to stimulate city beautification through encouragement of modern improvements to existing homes," declares President Lankford.

"Through our own association and individual advertising and promotion, we are taking advantage of the city-wide enthusiasm for home improvement and at the same time we are capitalizing on the national program. We can feel its effect here already, and our local promotion should show much greater stimulation."



**JACK STARK** is now director of public relations, advertising, and sales promotion for the Ludman Corp., North Miami, Fla. With a background in publicity and public relations for several firms and in newspaper work, Stark will do similar work for Ludman's main factory in Miami and three assembly plants in Indianapolis, Ind.; Somerville, N. J., and Houston, Tex. Ludman makes aluminum and wood windows and jalouses.

## 14 Dealer Clinics Set for NRLDA Exposition

Fourteen management clinics covering a broad range of interests are being planned for dealers who attend the third annual Building Products Exposition to be held December 10-13 in Chicago by the National Retail Lumber Dealers Assn., according to Phil Creden, Chairman of NRDAs Exposition Committee.

Four action-type clinics involving demonstrations will be staged at the International Amphitheater, where the vast product exhibition will be held. The subjects of these clinics are: materials handling and warehousing, component construction techniques, retail store layout and display, and use and sale of power tools.

Ten other clinics, which will be held at the Conrad Hilton Hotel,

ADVERTISED IN  
**LIFE**



## "This is My Big Seller!"

"My customers ask for Orangeburg Pipe by *brand name* because they have confidence in its quality. They've seen it advertised in magazines like *Life*, *Better Homes & Garden*, *American Home*, the *Farm Journal* and many others. What's more, they know that Orangeburg meets modern building standards which call for speed, quality and low cost."

Here's why: Orangeburg Root-Proof Pipe comes in long, 8-foot lengths that install fast and cut costs. Its famous Taperweld Joints seal root-proof with a few hammer taps and the material is so tough and resilient it lasts for years. Over 200,000,000 feet of Orangeburg Pipe are in service from Maine to California, some for 50 years and still operating like new.

Orangeburg *Root-Proof* Pipe is made in 2", 3", 4", 5" and 6" sizes for house-to-sewer and septic tank connections, downspout run-offs, storm drains and other outside non-pressure underground lines.

Orangeburg *Perforated* Pipe, in 4" size, is ideal for septic tank disposal fields, foundation drains and for draining wet spots everywhere.

Write Department SBS-46 for complete details.

**COMPLETE LINE  
OF EXCLUSIVE  
ORANGEBURG FITTINGS**



WYE



1/4 BEND



1/8 BEND



TEE

Exclusive Orangeburg Fittings featuring the famous Orangeburg Taperweld Joint which simplifies installation.

ORANGEBURG MANUFACTURING CO., INC.

ORANGEBURG, N. Y.

West Coast Plant: NEWARK, CALIF.

**ORANGEBURG**  
ROOT-PROOF PIPE AND FITTINGS

NRLDA's convention headquarters, will deal with: profit sharing-retirement and pension plans; land development and community facilities; building profits with job responsibility; how to cash in on *Operation Home Improvement*; how to deal with labor unions; advertising and merchandising techniques; profitable kitchen remodeling; how to estimate repair and modernization jobs; instalment selling and mortgage credit, and FHA's New Minimum Property Requirements.

Watson Malone III, past-president of NRLDA and chairman of the Exposition Clinics Committee, will work with the dealer chairmen of individual clinics and consultants to coordinate the various programs and insure the broadest possible appeal to dealers.

## MOVING UP in the industry

**Olin Mathieson Chemical Corp.** . . . DR. DAVID C. LEA has been appointed research and development manager of the Forest Products Division in West Monroe, La. Lea was formerly technical director of Potlatch Forests, Inc.

**Crane Co.** . . . New treasurer of the Crane Co. is EDWARD H. PETERSEN. He succeeds H. H. Bunchman, who is



**ROBERT T. YERXA** has been appointed general sales manager by Kwikset Locks, Inc., Anaheim, Calif. Formerly he held managerial positions in several other California firms. Yerxa will handle sales, advertising, and market research programs for Kwikset hardware, automotive products, and defense items.

on leave of absence. Petersen joined Crane in 1936 and became assistant treasurer in 1953.

**Union Bag and Paper Corp.** . . . KIRK SUTLIVE, public relations manager of this Savannah, Ga., firm, has been made chairman of the national advisory committee of American Forest Products Industries, Inc. A newspaper editor before joining Union Bag and Paper in 1943, Sutlive is a past-president of the Georgia Press Assn. and the Georgia Forestry Assn.

**Carrier Corp.** . . . Directors recently elected CLOUD WAMPLER chairman of the board. He continues as the firm's chief executive officer. WILLIAM BYNUM, executive vice-president since 1951, succeeded Wampler as president.

**National Assn. of Home Builders** . . . WILLIAM DEMAREST has joined the Washington, D. C., headquarters of this trade association as assistant director of the Construction Department and Research Institute. Demarest formerly was modular coordinator in the national headquarters of the American Institute of Architects.

**National Bureau of Standards** . . . DR. HUBERT R. SNOKE, authority on bituminous roofing materials, is now assistant chief of the building technology division. He will also continue as chief of the floor, roof, and wall-covering section. He has been with NBS since graduation from college in 1920.

**Masonite Corp.** . . . This Chicago hardboard manufacturing firm has named J. B. PALMER to the new position of manager of siding products sales. For the past 5½ years, Palmer has been manager of the sales engineering department.

**Harbor Plywood Corp.** . . . A former field promotion representative for the Douglas Fir Plywood Assn., W. L. (BILL) GRIEBELER, is now assistant sales manager. He is in charge of Harborite, a resin-impregnated overlay panel, and its further development and sales expansion through distributors and dealers.

**American Machine and Foundry Co.** . . . HAROLD G. CUTRIGHT is now director of sales of AMF's general products group. Formerly he was manager of General Electric's sales services and marketing personnel services department.

## Marquette To Double Brandon Cement Output

The Marquette Cement Manufacturing Co. has announced a program to double the producing capacity of its Brandon, Miss., plant and to in-

NOW  
**BINSWANGER**  
DISTRIBUTES



## Bilt-Well STACK AWNING WINDOWS

## NOW STOCKED

for

*Immediate  
Shipment*



at

ALL  
**BINSWANGER**  
& CO.

## WAREHOUSE LOCATIONS

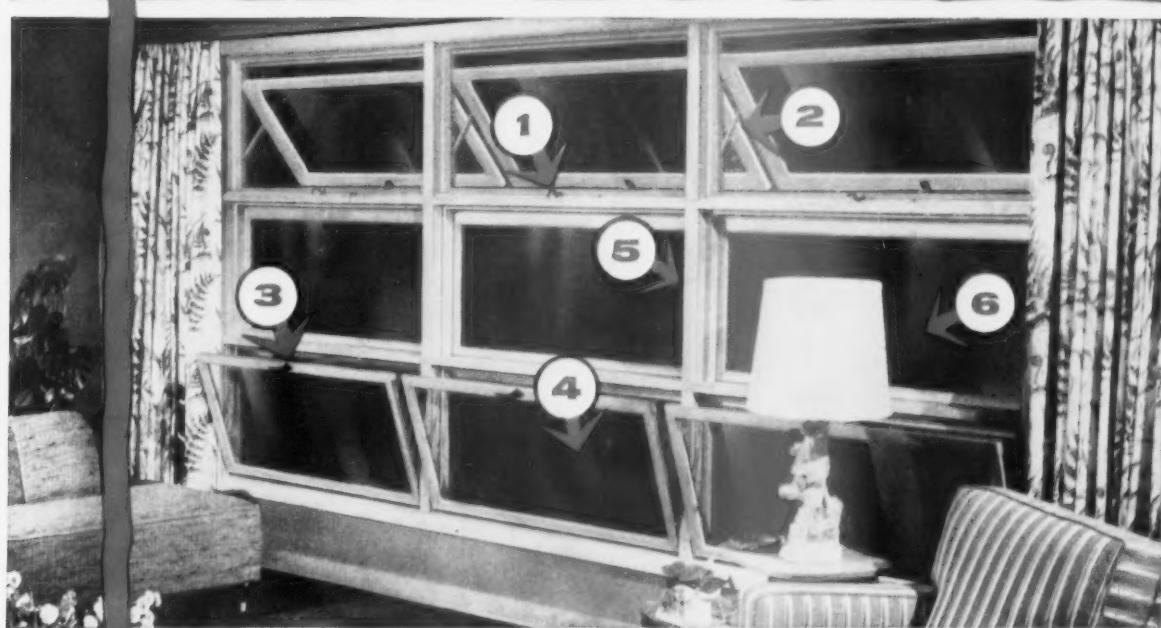
RICHMOND — COLUMBIA  
ROANOKE — GREENVILLE  
FLORENCE — FAYETTEVILLE  
MACON — GREENSBORO



# MORE SALES... with **BILT-WELL** AWNING WINDOWS

FOR MULTIPLE USE

Here is the window that is helping to revolutionize home-building in America! No other window offers so many consumer features...is so easy to install...or can be used in so many ways!



- 1 Exclusive releasable bar operator furnished on units for awning or casement use provides easy, fool-proof operation and permits adjustment to any ventilating position without disturbing screen.
- 2 Friction-slide hinge holds sash open at any angle, provides rain protected awning or hopper ventilation and permits washing of both sides of window from inside.
- 3 Anodized aluminum weatherstripping gives maximum protection against infiltration of rain, air, dust and dirt.
- 4 Exclusive glazing process in which sash is actually built around the glass eliminates putty. Broken glass easily replaced by cutting wood moulding along factory machined grooves.
- 5 Easily adapted to all standard wall constructions.
- 6 Unit comes completely assembled with all necessary parts, ready for quick, easy, inexpensive installation.

**BILT-WELL Awning Windows**  
Provide Utmost Flexibility of  
Window Arrangement...

Manufactured by

**CARR, ADAMS & COLLIER COMPANY**  
Established 1866 • Dubuque, Iowa



Awning Units



Fixed Units



Hopper Units

**BILT-WELL** Line of Outstanding Woodwork... **BILT-WELL WINDOW UNITS**—Awning, Double Hung, Casement, Basement, Storm and Screen, Gable, Sash & Louver... **BILT-WELL CABINET UNITS**—Kitchen, Wardrobe, Multi-Purpose, Corner China, Mantels... **BILT-WELL DOORS**—Interior, Exterior, Combination.

crease its river distribution system with a major cement-handling operation at Vicksburg.

President W. A. Wecker said that installation of a 450-foot kiln and related production equipment will increase the Brandon plant capacity to 2,500,000 barrels annually. The expansion is scheduled for completion by May, 1957.

A barge-loading terminal to be built on the Yazoo canal site at Vicksburg and a new fleet of river barges will serve large construction jobs along the Mississippi River between Helena, Ark., and Baton Rouge, La.

## James E. Lash Becomes Director of ACTION

James E. Lash has been appointed executive director of the American Council To Improve Our Neighborhoods. The announcement was made by Andrew Heiskell, board chairman for ACTION, national citizen organization devoted to better homes and neighborhoods.

Lash has been serving as chief of the West Coast office of a city-planning consultant firm. Prior to that he directed the Redevelopment Agency of San Francisco.

Lash succeeded Martin Meyerson, who has been on leave from the University of Pennsylvania faculty. He will continue to work from Philadelphia on a special ACTION research program financed by a \$250,000 Ford Foundation grant.

## Fans, Built-In Ovens Help Sell New Homes

Exhaust fans in kitchens, bathrooms, or laundry rooms are the "most wanted" feature now being included in new homes to attract buyers faster, a recent survey by the National Assn. of Real Estate Editors revealed. Fans are being employed thus by builders in 98 per cent of the cities, the survey showed.

Built-in ovens are being used to help sell houses in 96 per cent of the cities.

Garbage disposers or incinerators were third in the parade of useful gimmicks.

Table-top vanity washbowls in bathrooms ranked fourth.

Nationally, air-conditioning for new homes is not taking hold as fast as industry spokesmen have predicted, but in the South some builders are adding summer air-cooling to spur house sales. Among such cities are Atlanta, Memphis, St. Petersburg, and Baltimore.

Home intercommunication systems are being used as buyer bait in areas

## FIGHT FIRE WITH "CASH AND CARRY"

FRIDAY, FEBRUARY 28, 1958

THE FAYETTEVILLE OBSERVER—North Carolina's Oldest Newspaper

PAGE ONE



# ANNOUNCING THE OPENING OF CASH AND CARRY DEPARTMENTS

Featuring Nationally Advertised  
Products At These LOW PRICES!

**ROOFING**  
\$5<sup>00</sup> PER SQUARE  
15 LB. 1/2" THICK BUTT ASPHALT SHINGLES  
BIRDOF  
CERTAINTED  
RUBEROID  
JOHNS MANVILLE  
INVINCIBLE

**FELT**  
\$2<sup>00</sup> PER ROLL  
15 AND 20 LB. FULLY BOILED FELT

**ROCK WOOL**  
\$57<sup>00</sup> PER 1000 SQUARE FT.  
(FULL THICK BATT)  
GOLD BOND  
U. S. GYPSUM  
JOHNS MANVILLE

**ROCK LATH**  
\$1<sup>10</sup> PER BUNDLE  
GOLD BOND  
U. S. GYPSUM

**Sheet Rock**  
(3/8 in. Thick) \$45<sup>00</sup> PER 1000 SQUARE FT.  
\$53<sup>00</sup> PER 1000 SQUARE FT.

**ASBESTOS SIDING**  
\$11<sup>00</sup> PER SQUARE  
INCLUDING NAILS AND JOINT STRIPS  
RUBEROID  
GOLD BOND  
JOHNS MANVILLE

**AND** ...Hundreds of Other Items at "Cash and Carry" Prices Including Paints, Hardware, Doors, Sash, Window Units, etc.

The firms listed below, representing combined dealer experience of more than 100 YEARS, take pride in their reputation for handling quality products and for integrity in dealing with the public.

**CAPE FEAR SUPPLY COMPANY • McDONALD LUMBER CO.  
HIGHLAND LUMBER COMPANY • PARKS BLDG. SUPPLY CO.  
HIGHLAND COAL AND BUILDERS SUPPLY COMPANY  
JOHNSON COTTON COMPANY**

INSTEAD OF DOING the usual "griping" and "let's wait and see" when such circumstances arise, the established building material dealers in Fayetteville, N. C., "went into action" last month when two "wholesale" firms announced plans to open new stores there and sell for "cash and carry" to one and all.

The Fayetteville dealers' determination was captured by the *Fayetteville Observer*, "North Carolina's oldest newspaper," in a one-page cooperative ad which is reproduced above. Announcing the opening of cash and carry departments, the ad featured brand-named roofing, felt, rockwool, rock lath, "Sheet Rock," and asbestos siding at prices averaging 10 per cent less than regular prices for charge and delivery orders.

The ad stated that "the firms listed below, representing combined dealer experience of more than 100 YEARS, take pride in their reputation for handling quality products and for integrity in dealing with the public.

The firms cooperating in the advertisement included Cape Fear Supply Co., McDonald Lumber Co., Highland Lumber Co., Parks Bldg. Supply Co., Highland Coal and Builders Supply Co., and the Johnson Cotton Co.

where spread-out, ranch-type homes are popular.

Upcoming sales devices listed by the realty editors include wood-paneled rooms, automatic dishwash-

ers, snack bars, built-in sun lamps, built-in refrigerators, fire alarms, attic fans, range hoods, indoor plants, and finished recreation or "family" rooms.

# Don't do it yourself-

Let DURALL  
make your screen sales  
for you

New Tension Screen Self-Service Counter  
starts sales and makes 'em right here.

Now you can feature Durall Tension Screens "up front" ...  
catch the impulse buyers...and service your customers better  
with this complete stock-display unit. Never before has  
so much merchandising of tension screens been packed into  
so little space.

## HERE'S WHAT YOU GET

A Stock Assortment that's Easy to Take—Easier to Sell  
Turn over your stock with only two house-jobs

30 Durall Screens—Four most popular sizes  
5 No. 2838 • 5 No. 3238 • 10 No. 2854 • 10 No. 3254  
sell screens at regular prices for \$152.63  
your normal cost would be \$101.75

**BUT ALL THIS COSTS YOU ONLY \$96.66**

## AND HERE'S WHAT YOU GET FREE

1. NEW COLORFUL DISPLAY COUNTER...that stops...sells...  
and stocks thirty Durall screens.
2. NEW MODEL-DEMONSTRATOR...with actual Durall screen  
...sales story, prices and measuring instructions.
3. NEW MERCHANDISING KIT...with assortment of new liter-  
ature, builders folders, window streamers, stuffers, mats, etc.
4. NATIONAL ADVERTISING, TOO...big consumer ads set up  
sales for you. Tie in...display this self-service counter "up front"  
...run ads in your local newspapers.



## NEW SELF-SERVICE DISPLAY

5 1/2 ft. high, 1 1/2 ft. wide, 2 1/2 ft. deep. Takes less than 4 sq. ft. Refill from open stock.

Sparkling green and yellow printing on heavy white corrugated. Sturdy construction...made to last all season.

## WHY DURALLS ARE THE BIG-SELLING TENSION SCREENS

1. EFFICIENT, ECONOMICAL, EASY to use. Go up and down from inside. Never need painting, never streak woodwork.
2. FINEST QUALITY THROUGHOUT...install easier, made stronger to last longer ...Multi-Strand edges on all sizes fit tight to window.
3. PACKED IN INDIVIDUAL CARTONS to
- keep clean, stack neater, store in little space. Also prevents damage and makes them easy to inventory.
4. ESTABLISHED PRICES, profitable mark-up...reputable manufacturer assures established market through years of brand name merchandising and millions of trouble-free installations.

Be sure to get the best results from your screen market. Ask your jobber or write today to...

**DURALL**  
**PRODUCTS COMPANY**

Sixth Ave., York, Penna.

# Important Changes in Grading Rules for Southern Pine Lumber Explained

By A. S. BOISFONTAINE

Secretary-Manager, Southern Pine Inspection Bureau

IN APRIL, 1954, the U. S. Housing and Home Finance Agency devoted a research publication to a great deficiency of the nation's construction industry. Housing Research Paper No. 33, *Material and Labor Analysis*, House Framing Systems, pinpoints the problem as follows:

"The greatest need to assure the efficient use of wood in residential framing is the establishment of a full-length, all-purpose grade with established working stresses for all loads to which wood is subjected — bending, tension, compression, shear, etc. This grade should be independent of the size and length of the member and should include one-inch boards for use in trusses and other light framing."

This ultimatum was issued in 1954. In the ensuing months, a steady clamor for all-purpose grades of lumber came from prefabricators and other professionals who specialize in the engineered construction of residential-type structures.

The new 1956 grading rules of the Southern pine lumber industry, which become effective June 1, fulfill this need to the "nth" degree. All-purpose stress-rated grades of Southern pine lumber will be provided in all sizes. The designer will be able to use the finished product under any condition of stress requirement. The road has been cleared for free and uninhibited use of wood in engineered design. The tremendous significance of the all-purpose stress-rated grades of Southern pine to architects, engineers, and to the entire prefabricating industry, will be explained in the second article of this series.

The completely revised 1956 edition of Southern pine grading rules is the product of years of research into the specific requirements and needs of all those who are involved in the manufacture, distribution, specification, and use of Southern pine lumber. The new rules, which will be available for distribution later this month, contain many innovations which will make them of greater value not only to Southern pine producers, but also to distributors and to the building trade in general.

Here is a summary of the major changes, other than the all-purpose stress-rated grades:

1. For the first time, higher strength ratings will be accorded lumber seasoned to a moisture content of 15% or less. This is in line

with recommendations of the U. S. Forest Products Laboratory, recognized authority on lumber and lumber products. Consequently, framing lumber with 15% maximum moisture content will have higher stress value than lumber of 19% maximum moisture content. Both air-dried and kiln-dried lumber can qualify if seasoning and other conditions are met.

For example, No. 1 KD (Kiln Dried) dimension will rate 1750f (poundage which can be absorbed per square inch) as compared with 1500f for the regular No. 1 grade. In like manner, No. 2 rates 1500f instead of 1200f, if the maximum moisture content is 15%. Certification as to grade and moisture content must be evident either in the form of the SPIB grade-mark or some other acceptable inspection.

2. Reduction in the amount of crook allowed. This change has special significance in the case of eight foot two-by-fours. Moreover, the provisions of the new rules are so stated that all doubt has been removed as to just how much crook each grade will take for each width and length.

3. The mandatory moisture content limitations in the rules have been further improved. Southern pine is the only species that has gone this far in making adequate seasoning a grade requirement.

4. The new rules will provide standard grades and patterns of paneling. Grades of paneling will be A, B, C, D and No. 2. This not only helps Southern pine manufacturers, but also dealers who produce some of their own millwork items. Provisions also are made for paneling fillets.

All of the pine paneling grades are required to meet a special 12% maximum moisture content. This rule change is designed to expedite the manufacture and sale of a Southern pine item which is becoming increasingly prominent.

5. Because of the raising of standards, it has been possible to give higher strength values to the regular grades of Southern pine dimension (lumber of nominal two inch thickness). The new rules provide a bending-stress rating of 1500f for No. 1 Southern pine dimension as compared with the former rating of 1450f, and 1200f for No. 2 instead of 1100f. These grades also will be entitled to higher ratings in the other categories of strength.

6. Southern pine finishing grades

have been improved by a further rules change. In "C" finish, cutting areas have been eliminated, as will be the case with the "D" grade of finish, flooring, and siding. Under the new rules, the "D" grade is 100% usable, since the old waste portion has been eliminated.

7. The percentage of four and six-foot pieces, or "shorts" allowed in random length shipments has been reduced in the case of many items. Moreover, the new rules consolidate the short-length provisions in one convenient table.

8. For the first time, the Southern pine rules will include special industrial grades. This development was prompted by the increasing use of Southern pine in the industrial field. Specific classifications are provided for a great variety of industrial uses including cross-arms, ladder stock, pole stock, scaffold plank, tank stock, and lumber for stadiums, bleachers, and other purposes.

Announcement of the rule changes followed a two-day meeting in New Orleans of the board of governors of the Southern Pine Inspection Bureau under the chairmanship of B. A. Mayhew of Fordyce, Ark. At this meeting all proposals were thoroughly reviewed, including recommendations of a Consulting Committee on Grading Rules, headed by Earl M. McGowin, Chapman, Ala.

## Why Not Truck, Too?

Not having a truck to haul their "loot" away did not stop thieves who robbed the Grove Supply Co., near China Grove, N. C., recently.

An eight-ton truck loaded with lumber, and with the company name painted in large letters on both sides, just disappeared.

## Lumber Dealer Patents Versatile Power Saw

The Horton Lumber Co. of Goldthwaite, Tex., is now manufacturing a saw patented by M. F. Horton in 1950.

Called M. F. Horton's universal under bench saw, it is a power saw mounted and operated under a bench, so as to travel back and forth for cross-cutting with sufficient leeway to cut various sections of wood. It tilts to any angle from 90 to 45 degrees and at the same time may be rotated in an angle of 360 degrees for cross-cutting long boards at any angle and for ripping long boards.

Horton's two sons, H. D. and M. A., who are graduates of Texas A and M College, were instrumental in development of the saw.



## MORE ABOUT OUR PINE PANELING

Here's how Bradley helps you meet today's increasing trend toward pine paneling for kitchen-dining areas. \*\*\* Just order any of our several popular patterns (above left, moulded or V edge in one, for example) and give your customer the *extra value* of fine texture, beautiful figure and even-absorbing qualities inherent in Arkansas Soft Pine. Then round out your order with Arkansas Soft Pine satin-like interior trim, mouldings, finish for built-ins, yard stock; Bradley's famous Straight-Line Oak Flooring, unfinished or finished; and include hardwood stair treads, risers, thresholds and glued-up panels. \*\*\* Bradley's famous quality in every item. Say what and when.

# BRADLEY

BRADLEY LUMBER COMPANY

*of Arkansas*

WARREN, ARKANSAS



# RANDOM LENGTHS

Comment on Industry News and Trends

---

## The Next 10 Are Even Brighter!

"Wyatt's Veterans' Emergency Housing Program" . . . "OPA Eliminates Handling Charges Allowed Southern Retailers" . . . "S. E. Area Conference Cites Six Reasons Why Dealers Want OPA Controls Ended" . . . "Producers Council Says Plants Have Ample Supply Capacity" . . . "Smart Dealers Sell Themselves When There's 'Nothing to Sell'" . . . "We Must Accept the Challenge of 1946."

Such were the major topics covered in the first issue of SOUTHERN BUILDING SUPPLIES that appeared in April, 1946. With World War II over and American veterans returning from around the world to a crowded, home-hungry homeland, the United States was on the threshold of its greatest decade of construction, expansion, and prosperity.

**The W. R. C. Smith Publishing Co.** began publishing SOUTHERN BUILDING SUPPLIES in 1946 because an intensive survey of dealers throughout the Southern and Southwestern states revealed a definite need for a new magazine devoted exclusively to the interests of lumber and building material dealers in the region. From its inception this magazine has been published on a controlled circulation basis; it is sent without charge to all rated, well-established retailers and wholesalers of building materials in the 18-state region.

During the past 10 years SOUTHERN BUILDING SUPPLIES has fulfilled its originally stated editorial specifications of (1) publishing case histories on the merchandising, operating, and management methods of successful South-Southwestern dealers; (2) news of new materials and sales aids and of their sources of supply and uses; (3) timely editorial comment on the dealer's problems and opportunities; and (4) business and association news of dealers throughout the 18 states.

As this magazine has delivered a fare of such news and "know-how" each month, an increasing number of manufacturers and suppliers of building materials has found SOUTHERN BUILDING SUPPLIES a responsive marketplace for their advertisements. The first issue in April '46 carried the ads of seven firms. This 10th anniversary issue includes the advertising messages of 101 manufacturers and suppliers!

As the pipelines of materials and labor were decontrolled and returned to free enterprise during the late 1940's, the number of non-farm housing starts rose from 670,500 in '46, 849,000 in '47, 931,600 in '48, 1,025,100 in '49, to an all-time high of 1,396,000 in 1950. Since then, more than a

million houses have been started each year — and last year's record of 1,328,700 was the second best year.

In his inspiring article in the first issue of SOUTHERN BUILDING SUPPLIES, under the heading of "We Must Accept the Challenge of 1946," the late S. Lamar Forrest, Texas dealer and president of the National Retail Lumber Dealers Assn., declared that: "The building supply dealer who takes no interest in national direction, who has not noticed national leftist tendencies, is negligent of his own welfare. He must demonstrate his ability to avail himself of the devices of private enterprise, demonstrate that private enterprise can function under handicap — or lose the use of those devices.

"One way in which a dealer may make such a demonstration is to build houses, or stimulate a building program. If he doesn't do one or the other, there is every indication that he will soon find the government doing both, in his community."

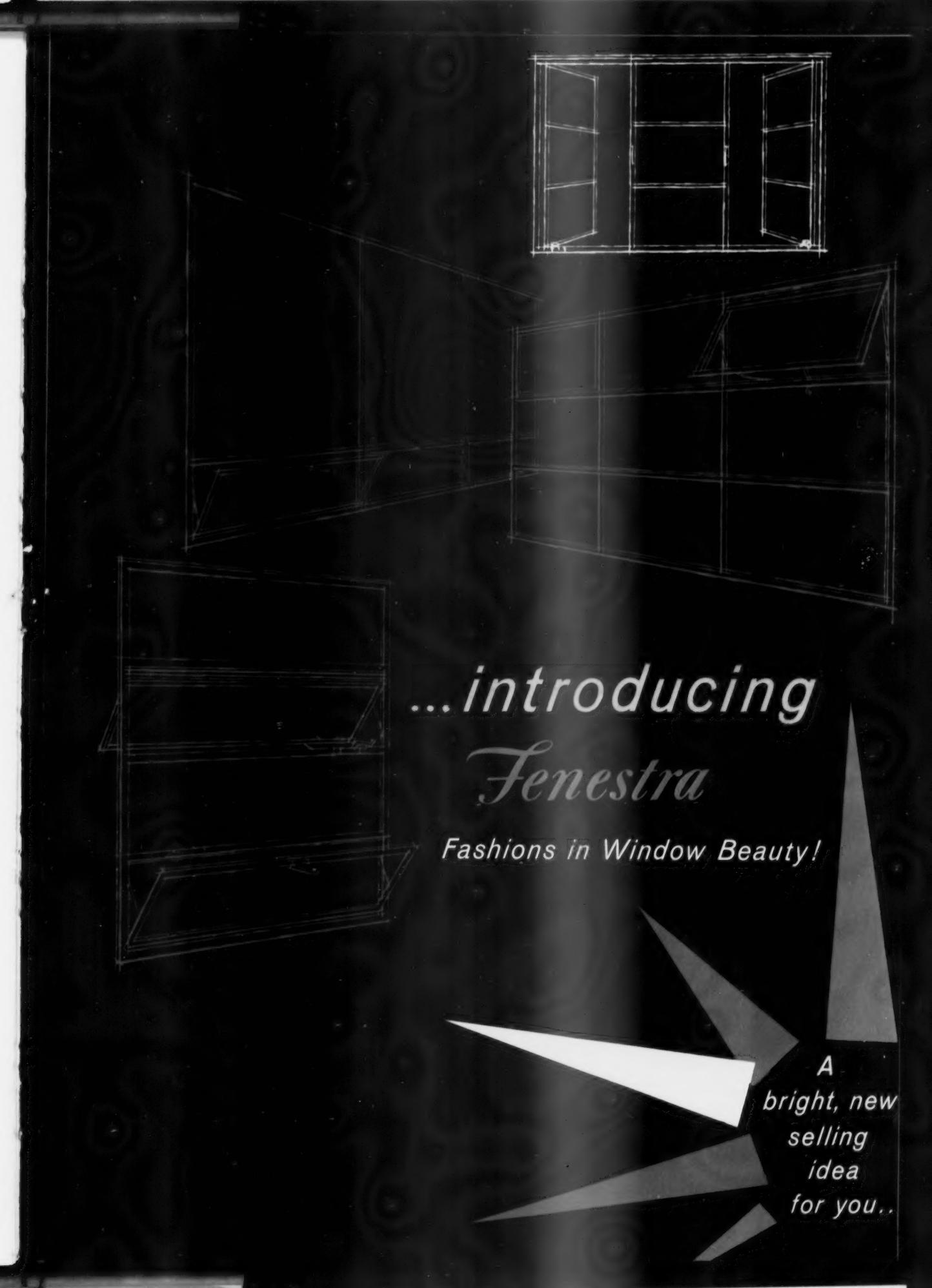
The construction record of the past 10 years is proof aplenty that dealers and builders have met this challenge from Forrest and his successors in the industry.

Now that the great demand for new homes has been largely satisfied temporarily, the great challenge to the industry lies in fulfilling the slogan of *Operation Home Improvement*: " '56 — the year to fix." For America's inventory of aging homes and many of those built since the war are in urgent need of important repairs and improvements.

The many new materials available, budget terms, and ready instruction for Do-It-Yourselfers all will contribute to a new record of home modernization and improvements this year. And the dealer who provides a complete service to homeowners is bound to profit from this timely program.

This emphasis may well continue until the 1960's when the war-born generation of men and women will come into the market for new homes to a degree that promises a market for 2,000,000 houses a year!

Any way you look at it, the market for building materials and services can be stronger in the next 10 years than it has been in these past 10. It will be a privilege for SOUTHERN BUILDING SUPPLIES to continue to serve you in reporting the new products, construction methods, "know how," and progress of the industry as you dealers meet increasing obligations as the suppliers and builders of America's light construction industry.



*...introducing*

*Fenestra*

*Fashions in Window Beauty!*



A  
bright, new  
selling  
idea  
for you..



*Fenestra*  
sets the fashion with  
**color styled  
windows**  
*to help you sell!*

Here's a powerful new Fenestra National Advertising Program to help you sell more windows. It shows the prospective home buyer all the new window beauty possible with Fenestra Color-Styled Steel Windows.

In addition, Fenestra is telling your builder customers about this powerful merchandising idea with 4-page color ads like this one in *House & Home* and *Practical Builder*.

You can cash in on this *New Fenestra Sales Program* by stocking and promoting the complete line of Fenestra Residential Windows. Call your Fenestra Distributor or Representative today for complete details.

Fenestra Dealerships are available in some territories. Write Fenestra, 2250 East Grand Boulevard, Detroit 11, Mich., for the name of your nearest Fenestra Distributor or District Office.

**6 full-page color ads in  
Better Homes and Gardens**

Fenestra Color-Styling advertisements, like the one opposite, will reach more than 4,250,000 families each issue to help you sell more Fenestra Windows!



*Fenestra* sets the fashion in window beauty...

## Color-styling plus the strength of steel

Slender and graceful . . . for extra light and view. Warm with color . . . to match your decorating scheme. That's the magic of Fenestra Windows for your new home.

The rugged, rigid strength of steel eliminates awkward bulk and maintenance worries. And Fenestra treats the surface a special way

so that any color paint is easy to apply.

Look for Fenestra Windows in the model homes you visit. Tell the builder you want them in your new home. Mail the coupon for our new window-idea color booklet, *Fenestra Fashions in Window Beauty*, featuring color recommendations by The Sherwin-Williams Co.

**Fenestra**<sup>®</sup>  
STEEL-STRONG WINDOWS

*Fenestra*

2250 East Grand Boulevard  
Department A-1, Detroit 11, Michigan  
Enclosed is 10c. Please send me your new window-idea booklet, *Fenestra Fashions in Window Beauty*.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## *Fenestra* Projected Windows

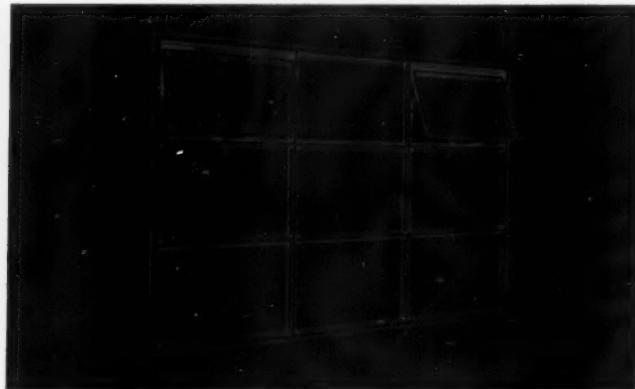
There's modern beauty in the slender horizontal lines of these Fenestra Windows. The awning-type ventilators give draft-free ventilation even when it's raining. They operate with a light touch of the hand. Choose from a complete range of sizes and styles for every room in your home.

## *Fenestra* Casement Windows

One of the most popular window styles, these Fenestra Casement Windows blend with any architectural design. The vents swing out at a finger-touch. They can never stick, warp or sag because they're steel-strong. Available with or without muntins in standard sizes.

## *Fenestra* WindoWalls

Fenestra WindoWalls combine large glass areas and awning-type ventilators for a modern picture window. This window can be glazed with stock sizes of  $\frac{1}{2}$ " insulating glass, with plate or double strength window glass. Steel provides extra strength for slender lines. Sizes and styles for any room.



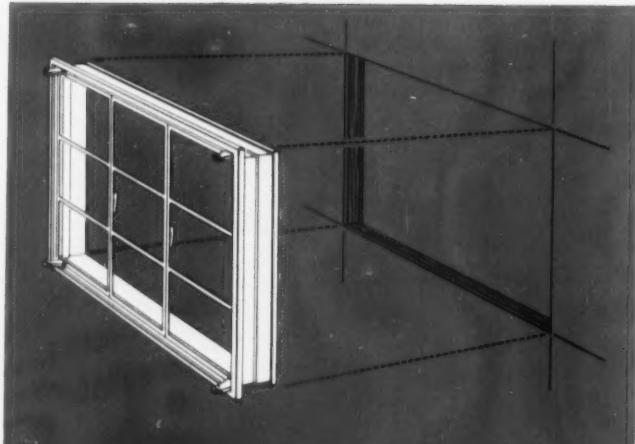
# *Fenestra*

STEEL-STRONG  
RESIDENTIAL WINDOWS

2250 East Grand Boulevard • Detroit 11, Michigan

*Complete Package Unit  
cuts installation costs!*

Fenestra Inside-Outside Trim permits simplified, low-cost installation of the complete trim and window unit. It saves finishing time and labor. The ready-trimmed unit is placed in the rough opening, leveled and nailed. Ask your Fenestra Representative for details!



*The gateways of the World are  
Swinging on Hager, too!*

**Big Profits in  
HAGER**

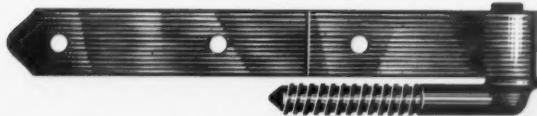
# *Suburban* **hardware**

*Everything Hinges on Hager!\* Garages or Barns or  
country gates—whatever needs swinging—the swing is to Hager!*

Hager Suburban Screw Hook and Strap, Bolt Hook and Strap,  
Hager Strap and T-hinges, Hager Gravity-Type Gate Latch  
and Hinge Hasps are skillfully made in many different  
designs and finishes to meet every conceivable rural and suburban need.

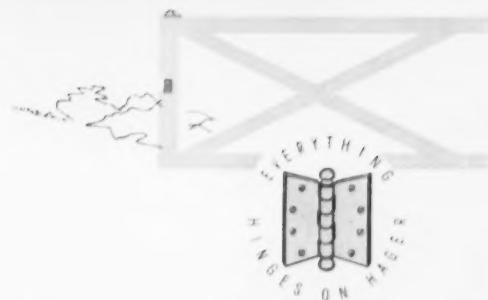
Stock the Hager Suburban line. It's ruggedly  
made of wrought steel to give long wear . . . weatherproofed  
finished to take all kinds of weather.

*Ask your jobber to show you the complete "Suburban" Line*



No. 1973 Hager Suburban  
Screw Hook and Strap Hinge.

No. 1934 Hager Suburban  
Gate Latch.



The doorways and gateways of  
the world swing on Hager Hinges

\*®

C. HAGER & SONS HINGE MANUFACTURING COMPANY • ST. LOUIS 4, MISSOURI

# NOW

# BUILD YOUR VOLUME

AROUND THE

# *uni-glide* Removable

## WOOD WINDOW UNIT

### Manufacturers of:

RIMCO Uni-Vent &  
Uni-View Units —

Casement Units —

Utility Units —

Basement Units —

Styldor —

"Combination"  
Styldor —

Combination Storm  
Sash & Screen Units

### Also . . .

A Complete line of  
superior Stock W.P.P.  
Millwork:

K. D. Window & Door  
Frames —

Windows & Sash —

Panel & Sash Doors —

Combination Doors —

Louver Doors —

Outside Window &  
Door Blinds —

Screened Goods

### CHECK THESE FEATURES

- Anodized Aluminum Weatherstrip Factory Applied
- Each sash properly balanced — Easy In and Out — Nothing to Adjust
- Three piece inside jamb liners — Easy regulation of jamb width.
- Ponderosa Pine frame and window toxic, water-repellent treated
- Sash compound glazed.



If Uni-Glide Removable Window Units are not available from your distributor, write or call us for information. Colorful consumer literature, newspaper mats and dealer helps available.



# Rock Island

# MILLWORK COMPANY

Factory Division

ROCK ISLAND,

ILLINOIS

Another Quality Product of the

# TENEX

"**WAFERWOOD**"  
FLAKES OF WOOD ARTFULLY BLENDED  
TO FORM ROOM PANELING OF  
DISTINCTIVELY DIFFERENT BEAUTY

*Designed to Appeal . . .*  
**PRICED TO SELL**

**WAFERWOOD BRINGS YOU THE BEAUTY OF FINE INTERIOR  
PANELING—AT A COST LESS THAN  $\frac{1}{4}$ " FIR PLYWOOD!**

Low material cost and simplicity of working, with the resultant appearance of ease and grace desired in modern living, put WAFERWOOD in a class where the ingenuity of the "Do-It-Yourselfer," as well as the enterprise of the Multiple Homes Builder, may achieve excellent results through its use.

WAFERWOOD is available at present in  $\frac{1}{4}$ " thicknesses of 4'x8' panels (Special sizes to 16' long). It is guaranteed solid with enormous strength and excellent nail holding qualities, yet is light enough for ease of handling and is packaged for convenience. WAFERWOOD may be finished in any of a wide variety of standard methods, or left unfinished.

Ask us about price  
—you'll be amazed  
that WAFER-  
WOOD, with its  
durable beauty,  
costs no more than  
 $\frac{1}{4}$ " exterior fir  
plywood! Available in  
TL, LTL, CL, or  
LCL lots from out-  
of-stock or direct  
mill shipments.

**KOCHTON**  
PLYWOOD and VENEER CO., INC.

## GENERAL OFFICES & WAREHOUSE

509 W. Roosevelt Rd. • Chicago 7, Ill. • Taylor 9-0800

DECATUR, ILLINOIS  
3000 N. 22nd St.  
Phone 3-9741

DETROIT, MICHIGAN  
8800 Howell Ave.  
Tyler 8-2000

GRAND RAPIDS, MICH.  
224 Graham, S. W.  
Glendale 6-5466

SAGINAW, MICHIGAN  
1234 Rust Street  
Phone 3-5493

MILWAUKEE, WIS.  
500 S. Eleventh St.  
Orchard 2-6730

GREEN BAY, WIS.  
1449 S. Broadway  
Hemlock 2-4879

CINCINNATI, OHIO  
3250 Frederica Ave.  
Capitol 1-1259

COLUMBUS, OHIO  
1273 Edgewood Rd.  
Azmister 4-3507

SO. BEND, INDIANA  
1012 S. Main St.  
Atlantic 7-7715

INDIANAPOLIS, IND.  
777 N. Tibbs  
Metrop. 6-3485

MINNEAPOLIS, MINN.  
601 Taft St., N. E.  
Sterling 9-2444

LOS ANGELES, CALIF.  
6459 E. Fleet St.  
Raymond 3-3651

FORT WORTH, TEXAS  
2508 N. E. 23rd St.  
Vineyard 2878



Here is what

An attractive, colorful display of FILON at Arcadia Lumber Co. Andy Beckstrom, the owner, says . . . "Today Filon is one of our most profitable items. I'm convinced the general public is sold on Filon. We built this display to take advantage of all this interest. It's

paid off well . . . it helps us write up substantial orders. Filon's local newspaper ads, listing our name, are bringing customers in steadily. National advertising inquiries referred to us by Filon also turn into pretty good sales."

## REGIONAL DISTRIBUTORS

**ALBUQUERQUE**, 1011 Sawmill Road  
Fiberglas Engng. & Supply  
**AMARILLO**, 1023 W. 5th Street  
Kritser Supply Company  
**ANCHORAGE, ALASKA**, Post Rd. & Ship Creek  
Fiberglas Engng. & Supply  
**AN ARBOR, MICH.**, 108 E. Madison  
Fingerle Lumber Company  
**BAKERSFIELD, CALIF.**, 301 26th Street  
Hopper Machine Works, Inc.  
**BALTIMORE 30**, 2315 Severn Street  
Georgia Pacific Plywood Co.  
**BELLEVUE, WASHINGTON**  
Town & Country Distributors  
**BIRMINGHAM, ALA.**, 929 N. 19th St.  
Plastic Products Company  
**BOISE, IDAHO**, 2525 Ark Street  
Fiberglas Engng. & Supply

**BOSTON**, Waltham, 141 Bacon St.  
Georgia Pacific Plywood Co.  
**CASPER, WYOMING**, 2200 W. 13th St.  
Construction Specialties Co.  
**CHARLESTON, S.C.** (Myers)  
Southeastern Steel Company  
**CHICAGO**, 3700 N. Mannheim  
Reserve Supply Corp. (Franklin Pk.)  
**COLUMBIA, S.C.**, 823 Gervais Street  
Columbia Supply Company  
**COLUMBIA, S.C.**, 1099 Berea Road  
Georgia Pacific Plywood Co.  
**DALLAS FT. WORTH** (Grand Prairie)  
Waggoner Sales, 301 S.E. 14th St.  
**DAVENPORT, IOWA**, 1725 Rockingham  
Nichols Wire & Aluminum Co.  
**DENVER 5**, 2625 Walnut Street  
Construction Specialties Co.

**DETROIT 38**, 14360 Livernois  
Detroit Fiberglas Insul. Div.  
**DULUTH, MINN.**, 367 Garfield Ave.  
Arrowhead Steel Distributors  
**EASTON, MD.**, Kent Lane  
Georgia Pacific Plywood Co.  
**EL PASO, TEXAS**, 1013 Texas Street  
The Glass House  
**ERIE, PENN.**, 350 E. 19th Street  
Aluminum Distributors  
**FLORAL PARK, L.I.**, 5 Van Siclen Ave  
J & E Products & Manufacturing  
**FRESNO, CALIF.**, 422 "P" Street  
Fiberglas Engng. & Supply  
**GRAFTON, WISCONSIN**  
Nuenfeldt & Dickmann Co., Inc.  
**GRAND RAPIDS, MICHIGAN**  
Plastic Forming Company

**HATFIELD, PENNSYLVANIA**  
Georgia-Pacific Plywood Co.  
**HONOLULU 13**, 770 Ala Moana Blvd.  
W. P. Fuller Company  
**HUNTINGTON, WEST VIRGINIA**  
Cabinet Supplier, Inc.  
**HOUSTON 4**, 3010 Dixie Drive  
Black-Brolier, Inc.  
**INDIANAPOLIS**, 1004 E. 24th Street  
Asphalt Roofing Sales, Inc.  
**JACKSONVILLE, FLA.**, 2642 Rosselle  
Hayco, Inc.  
**KANSAS CITY 8, MO.**, 2440 Pennway  
Carter-Waters Corporation  
**LACROSSE, WISC.**, 429 S. 3rd St.  
Lacrosse Glass Company  
**LANCASTER, PENN.**, 250 N. Plum Street  
Georgia-Pacific Plywood Co.

**this leading dealer says about one of his most profitable items**

*"I was hard to convince,  
but now I have no doubts..."*

# FILON®

*is building more plastic panel sales  
for us every day!"*



ANDY BECKSTROM, co-owner  
ARCADIA LUMBER CO.,  
Arcadia, Calif.



**"We don't have a big investment in inventory, because we get quick delivery of any size and color from our local Filon distributor!"**



**"We've got lots of darn good sales helps. Filon's literature saves us conversation and streamlines the sale. Every step of the installation is clearly illustrated for the do-it-yourselfer!"**



**"We find Filon is a year 'round seller. With each sale we usually pick up extra business for lumber and other things needed for the job. You can't deny it—FILON means good profits!"**

**Dealers everywhere are praising FILON'S superior quality.** FILON'S Colors and thickness are always uniform . . . the corrugations are evenly matched for better installations and longer life . . . the Nylon parallel strands added to Fiberglas give a stronger, more rigid panel. These unmatched qualities are the result of an electronically controlled process in the world's largest plant devoted exclusively to Fiberglas plastic panels. It is smart and profitable to handle Filon, the leading material in the field.

Write, Wire or Phone nearest Regional Distributor or Filon Sales Office for complete details.

## FILON PLASTICS CORPORATION

2051 East Maple Ave., El Segundo, Calif., ORegon 8-7651  
228 North LaSalle Street, Chicago 1, Ill., STate 2-7444

55 Marietta St., N.W., Atlanta 3, Georgia, Alpine 4442  
270 Park Avenue, New York 17, New York, Plaza 5-5758

© 1956

LAS VEGAS, NEV., 2536 Meadows Avenue  
Nevada Neon & Supply Co.  
LONG BRANCH, N.J., Branchport Ave.  
Georgia-Pacific Plywood Co.  
MEMPHIS 12, TENN., 2549 Broad St.  
Norrell, Inc.  
MERIDEN, CONN., 14 Cherry Street  
Georgia-Pacific Plywood Co.  
MINNEAPOLIS 14, 909 - 9th St. S.E.  
Keeler Steel, Inc.  
MT. VERNON, ILLINOIS  
Alexander Wholesale Supply Co.  
NEW HYDE PARK, L.I., 121 S. 4th St.  
Georgia-Pacific Plywood Co.  
NEW ORLEANS, 501 City Park Ave.  
Georgia-Pacific Plywood Co.  
NEW YORK 56, 933 Courtlandt Ave.  
Georgia-Pacific Plywood Co.

OAK PARK, ILLINOIS, 704 W. Madison  
Tayine Glass Company  
OKLAHOMA CITY, 820 N.W. 4th St.  
Kilpatrick Brothers  
ORLANDO, FLA., 437 N. Garland St.  
Southeast Steel Sales  
OSHKOSH, WISC., 216 10th St.  
Block Iron & Supply  
PHILADELPHIA, Pier 179 N. at Allegheny  
Georgia-Pacific Plywood Co.  
PHOENIX, ARIZ., 1880 W. Fillmore  
Fiberglas Engng. & Supply  
PITTSBURGH, PENN., 5619 Harrison  
Fiberglas General Products  
PORTLAND 9, ORE., 406 N. Gisan  
Fiberglas Engng. & Supply  
PORT NEWARK 5, N.J., 102 March St.  
Georgia-Pacific Plywood Co.

RAPID CITY, SOUTH DAKOTA  
J. S. Kibben Company  
SACRAMENTO, CALIF., 1615 Thornton  
Fiberglas Engng. & Supply  
ST. LOUIS, MO., Creve Coeur  
Macco, Inc. (Creve Coeur)  
SALT LAKE CITY, 336 S. 3rd St. W.  
Fiberglas Engng. & Supply  
SAN DIEGO 3, 821 W. Laurel Street  
Maloney Specialties, Inc.  
SAN FRANCISCO 7, 1200 - 17th St.  
Fiberglas Engng. & Supply  
SAVANNAH, GA., 1209 Bull Street  
Linoleum & Shade Show  
SEATTLE 4, 1248 6th Ave. So.  
Fiberglas Engng. & Supply  
SPOKANE 24, 1064 E. Trent  
Fiberglas Engng. & Supply

SYRACUSE 1, N.Y., 701 Nichols Ave.  
Reserve Supply Corp. of Central N.Y.  
TAMPA, FLA., 2601 E. Broadway  
Turner Distributing Company  
TOLEDO, OHIO, 725 Adams Street  
Toledo Bldrs. Jobbers & Distrib.  
TULSA, OKLA., 2517 E. 11th Street  
Kilpatrick Brothers  
VALLEY FALLS, R.I., 144 Broad Street  
The Surf Company  
VINELAND, N.J., Pine Street  
Georgia-Pacific Plywood Co.  
WHEELING, W. VA., 1718 Chapline  
Building Products Supply Co.  
WILMINGTON, DEL., 1209-21 French St.  
Kaufman Glass Company  
YORK, PENN., 1116 Spain Avenue  
Fibre Reinforced Plastics Co.

APRIL, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



*Ideal*

BRASS WORKS, INC.  
250 E. 5TH ST.  
ST. PAUL 1, MINN.

## BUILDERS' HARDWARE SPECIALTIES



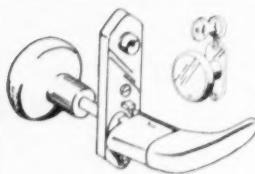
### DOOR CLOSER and CHAIN PROTECTOR

No. 80 with chain hold-up spring. Self-lubricated. 10 year guarantee.



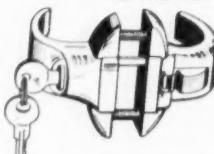
### DOOR CLOSER

No. 90. Self-lubricated. Enclosed shock absorber spring.



### NO. 1981 KNOB LATCH

Only  $\frac{1}{4}$ " hole thru door. No. 1985 key operated Knob Lock.



### NO. 155 IDEALOX AND NO. 151 IDEALATCH

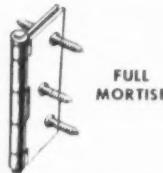
with or without key locking. Only three  $\frac{1}{4}$ " holes to install.



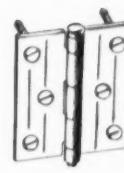
NO. 21 ONE-BORE PUSH PULL LATCH. Solid brass. Simple, fast installation.

NO. 1121 Plated steel and stainless steel.

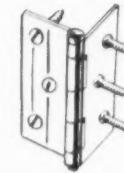
### LATCHES



### FULL MORTISE



### FULL SURFACE



### HALF SURFACE

All Ideal hinges available with bronze oilite bearings for up to 20 times longer life on high frequency and commercial doors.

### Ideal HINGES

Double purpose—reverse one leaf—full surface and half surface, full mortise and half surface. Stainless steel, solid brass and plated steel.

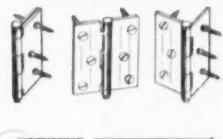
### STORM AND SCREEN DOOR SETS



Compact, complete time saving sets.



No. 80-323 or No. 80-324 includes hinges, latch, closer and chain. No. 33 or 34 includes hinges, latch, new adjustable spring and chain.



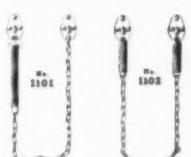
### ADJUSTABLE DOOR SPRING

No. 66. Quick, simple positive adjustment . . . Just turn end in or out.

No. 101 with hold-up spring and double headed nail.

### STORM DOOR CHAINS

Extra strong, heavy cadmium plated

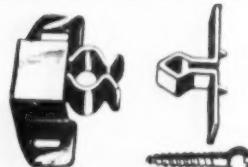
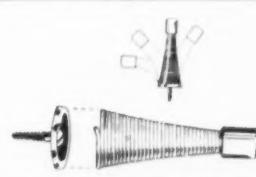


### "QUIKI" WINDOW CONTROL

Long life. Stainless steel. Quick in installation in new or old windows.  $1\frac{1}{4}$ " regular, 1" available.

### NEW NO. 10 FLEX-IT DOOR STOP

Prevents injury or damage—spring steel stop screws into separate base. Rubber tip will not mar door.



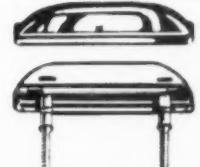
### CABINET CATCH

Wide latching range

No. 77 with ball strike  
No. 97 with formed strike  
No. 87 with both strikes

### SNAP-ON SASH LIFT

No. 600. Sturdy, streamlined solid brass—all finishes. Simple to install or remove.





# Get your Share

OF THE HOME IMPROVEMENT  
BUSINESS . . .



APPLIES OVER  
OLDER WALLS

CHOICE OF 12  
SALEABLE COLORS

DOUBLE THICKNESS for  
ADDED PROTECTION

END-LAPPED FOR A  
WEATHER-TIGHT FIT

SELL **Shakertown**

**GLUMAC**  
**UNITS**

★ FACTORY STAINED . . .

★ FACTORY LAMINATED

Carton-packed **GLUMAC UNITS** are easily handled and go up in record time. That means money saved and profit earned to both builder and home owner. MOST IMPORTANT, IT MEANS BIG VOLUME AND BIG PROFIT to Shakertown DEALERS. What a product! Lots of color, economy, adaptability to complete sidewalls or in combination with other materials . . . your **GLUMAC** sales potential is as **big** as the building and remodeling market in your area.

Call your Shakertown Distributor or Write

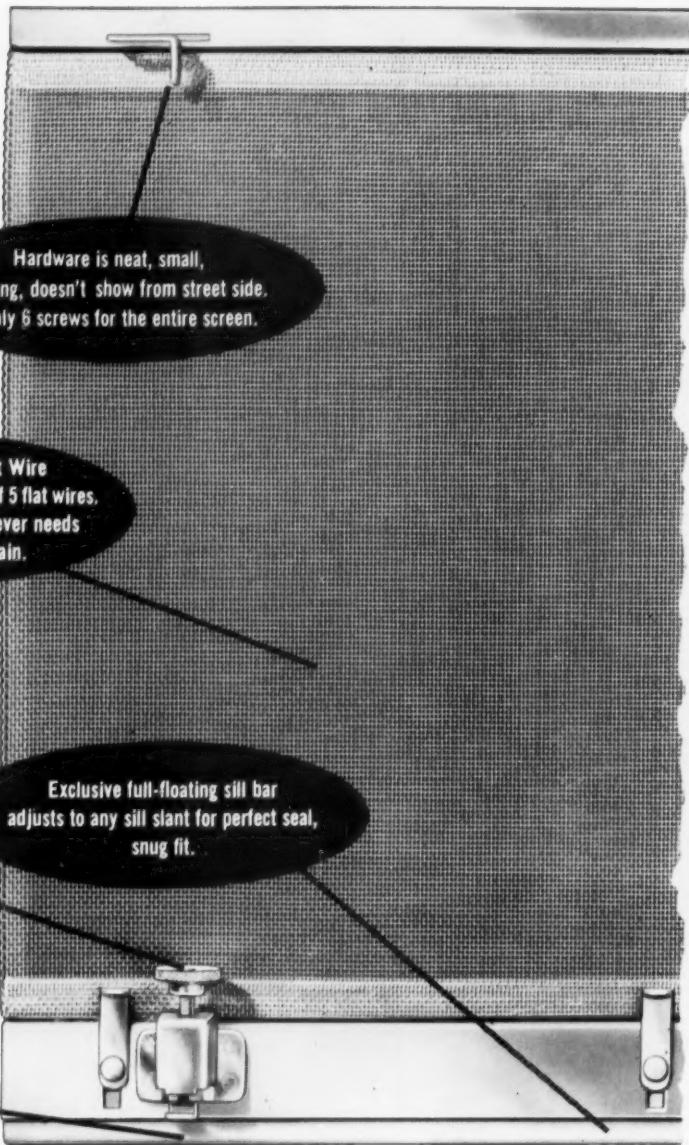
**THE PERMA PRODUCTS COMPANY**  
20310 KINSMAN ROAD • CLEVELAND 22, OHIO



FIRST NAME IN CEDAR SHAKES

**Shakertown®**

these  
**KEYSTONE**  
tension screen features  
can increase  
your sales and profits



**the modern, economical window screens with the features you can see . . . and sell!**

Take advantage of the powerful sales pull of Keystone Tensions . . . window screens designed for modern window construction.

**Economical** . . . cost less than old fashioned, heavy window screens. Need no maintenance.

**Efficient Design** . . . tension is vertically applied where window frames are heaviest and strongest.

**Extra Convenience** . . . screens put up and taken down from *inside* the house—small space storage assured. Quickly unlatch for window or sill cleaning.

If it's sales you're after, it's Keystone you want! See your wholesaler or write today for interesting data on Keystone Aluminum Frameless Tensions. Write to Keystone Wire Cloth Company, Hanover, Pa.

**KEYSTONE**  
WIRE CLOTH COMPANY  
Hanover, Pa.      Fostoria, Ohio

# Announcing... Garden Lighting by Moe Light

## year 'round Plus Business... Plus Profits!



NOW...NATIONALLY ADVERTISED

### Inspiration-Lighting for patios, gardens, floral settings

Beautifully designed deluxe lights at popular prices, to make evening outdoor living fun for the entire family. All America is moving out-of-doors for dining, entertaining, relaxed enjoyment. You can now offer one of the finest lines obtainable, backed by the merchandising magic of the Moe Light name—Sturdy rustproof aluminum construction, fully weatherproofed, every light complete with SJO cord and duplex receptacle plug set.



*Here's how Moe Light's attractive, permanent self-seller displays put you right into this profitable business...*

#### M-4950 GARDEN LIGHTING DISPLAY DEAL (24" x 48" x 54" high)

YOU GET 19 assorted garden fixtures and display stand, plus 2 FREE fixtures and 1 FREE tripod base.

YOUR COST FOR ALL 19 FIXTURES.....\$ 108.95\*  
COST OF SELF-SELLER DISPLAY STAND..... 30.95\*

**TOTAL COST OF DEAL.....\$139.90\***

RETAIL VALUE OF 19 ASSORTED FIXTURES.....\$ 163.05\*  
RETAIL VALUE OF FREE FIXTURES AND TRIPOD.... 31.40\*

(FREE ITEMS OFFSET COST OF DISPLAY STAND!!!)

\*Prices slightly higher Denver and West

BETTER HOMES & GARDENS and SUNSET—  
JUNE ISSUES...will carry a full-page, full-color  
ad on Moe Light GARDEN LIGHTING!



#### THOMAS INDUSTRIES INC.

Originators of



Inspiration-Lighting

Executive Offices—410 S. Third St., Louisville 2, Ky.  
In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada

#### M-4955 FLOWER BOX DISPLAY (2' x 2' x 6")

YOU GET 6 attractive M-4904 "Mushroom" flower box lights, Display Stand, plus FREE M-4910, 25' SJO Extension Cord.

YOUR COST FOR ALL 6 FIXTURES.....\$ 25.00\*

COST OF SELF-SELLER DISPLAY STAND..... 5.95\*

25' SJO EXTENSION CORD..... FREE

**TOTAL DEALER COST.....\$30.95\***

RETAIL VALUE OF 6 FIXTURES.....\$ 41.70\*

RETAIL VALUE OF FREE EXTENSION CORD.. 5.95\*

(Free extension cord offsets cost of display stand!!!)

#### MAIL THIS COUPON TODAY...

THOMAS INDUSTRIES INC.

MOE LIGHT DIVISION, Dept. SB-4  
410 S. Third Street, Louisville 2, Ky.

Please send complete information on Moe Light displays in time for that Spring business rush.

Have a representative call on me.

NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE STATE \_\_\_\_\_

# "Easy Installation Saves Time On Every Job!"



A typical Lu-Re-Co home in Cicero, Indiana, one of many now being built by the Eugene Faulstich Construction Co.

**MR. EUGENE FAULSTICH**

of Eugene Faulstich Construction Co., Cicero, Indiana,  
the contractor for the Lu-Re-Co Homes development in Cicero.



**MR. L. C. MUNDY**

Vice-President of Cicero Wood Products, Inc., Cicero, Indiana, dealer furnishing the window units for Lu-Re-Co homes, says "In the Bilt-Well Awning Unit fitted with Monarch Weatherstrip we can confidently offer our customers a product of excellent quality and modern styling, two important factors that mean increased sales for us."



**MR. C. E. ROGERS**

Adams-Rogers Co., Indianapolis, dealer for Bilt-Well Windows, says "Our many years of handling Monarch weatherstripped Bilt-Well Units has built excellent customer relations. Dealers find they cut down inventory and handling, and save labor and materials. Builders invariably say they can give the home buyer more for his money."

## **COMPLETE WINDOW UNITS** equipped with **MONARCH METAL WEATHERSTRIP**

Says Mr. Faulstich: "Ever since we installed our first Bilt-Well Awning Unit we've continued to use them because of their excellent construction. They're easy to install and they save us a lot of time on every job."

This comment is typical of builders everywhere who have learned the profitable advantages of using Complete Window Units equipped with Monarch Metal Weatherstrip. It has been proved on millions of projects, large and small, that ready-to-install window assemblies not only provide an extra selling help for the builder but earn extra profits through savings on time and labor. Dealers make more by eliminating expensive inventory and costly handling; and owners get more for their dollars in better, sounder construction.

**Ask Your Millwork Jobber For Complete Details.**

Published in the interest  
of better and more economical  
building construction

**Monarch®**

**METAL WEATHERSTRIP CORPORATION**

6343 ETZEL • ST. LOUIS 10, MO.

the ideal metal roofing nail  
**SEALS ITS OWN HOLE!**

**DIXISTEEL**  
TRADE MARK  
**LEAD HEAD NAILS\***

\*Made under patent number 2077784

The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

• **Free samples on request!**

Packed in 50-Pound Nail Caddy

**EASY TO DISPLAY • EASY TO HANDLE • EASY TO STORE**

**ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA**  
P. O. Box 1714 • EMerson 3441

## **Year-in and Year-out this Program Promotes Sales**



**Trussed Design  
Butt Weld • Deformed Rods**

# DUR-O-WAL®

## the Backbone of Steel for **EVERY** masonry wall



Thousands of sales messages each month on the pages of these leading national architectural, building and trade publications are promoting sales for the Dur-O-waL dealer. Enjoy the benefits of fast turnover, bigger volume, increased profits and greater customer satisfaction by stocking this called-for reinforcing. Call, wire or write Dept. 4B for complete information . . . you have a market for Dur-O-waL in your town.

Dur-O-wal Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-wal Prod., Inc., Box 628, **SYRACUSE, N.Y.** Dur-O-wal of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-wal Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-wal Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-wal Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-wal, Inc., 165 Utah St., **TOLEDO, OHIO**

## **'BETTER WAY'**

**Encloses Reply Envelopes with Bills**

"If it pays off for insurance companies, banks, and department stores, why wouldn't it work for building material dealers?" asked Kelly Hyche, manager of the North Alabama Lumber Company in Jasper, of his associates and himself. He was referring to the enclosure of addressed envelopes when mailing monthly statements or invoices to customers, and he decided to give it a try.

The response was most pleasing, Hyche reports after a three-month try.

"Most of the customers used our envelopes to mail their checks, and we got a few more payments than usual," he says. "Many customers have expressed personal appreciation for this extra service."

A home-improvement message is printed on the back of all envelopes used by the North Alabama Lumber Company, offering help with plans, materials, and financing. Included are Lanky-Planky holding the OHI seal, a plank heralding "56—the year to fix," and this copy: "Whatever your home needs, we can provide it for you . . . quickly . . . efficiently . . . and at low cost too! Let us help you with plans, materials and assistance in obtaining suitable financing."

### **Takes Inventory on Retail Price**

"I know it's unusual for a building supply dealer, but we use the retail price on merchandise in taking inventory in our Wood's Do-It-Yourself Center," declares Allen K. Wood, president of this handyman's shopping mart in Birmingham, Ala.

"Since each piece of merchandise in the store—from hinges to lumber shorts—is price-marked, he explained, it's simpler and easier to inventory with retail prices like many department, variety, and grocery stores do.

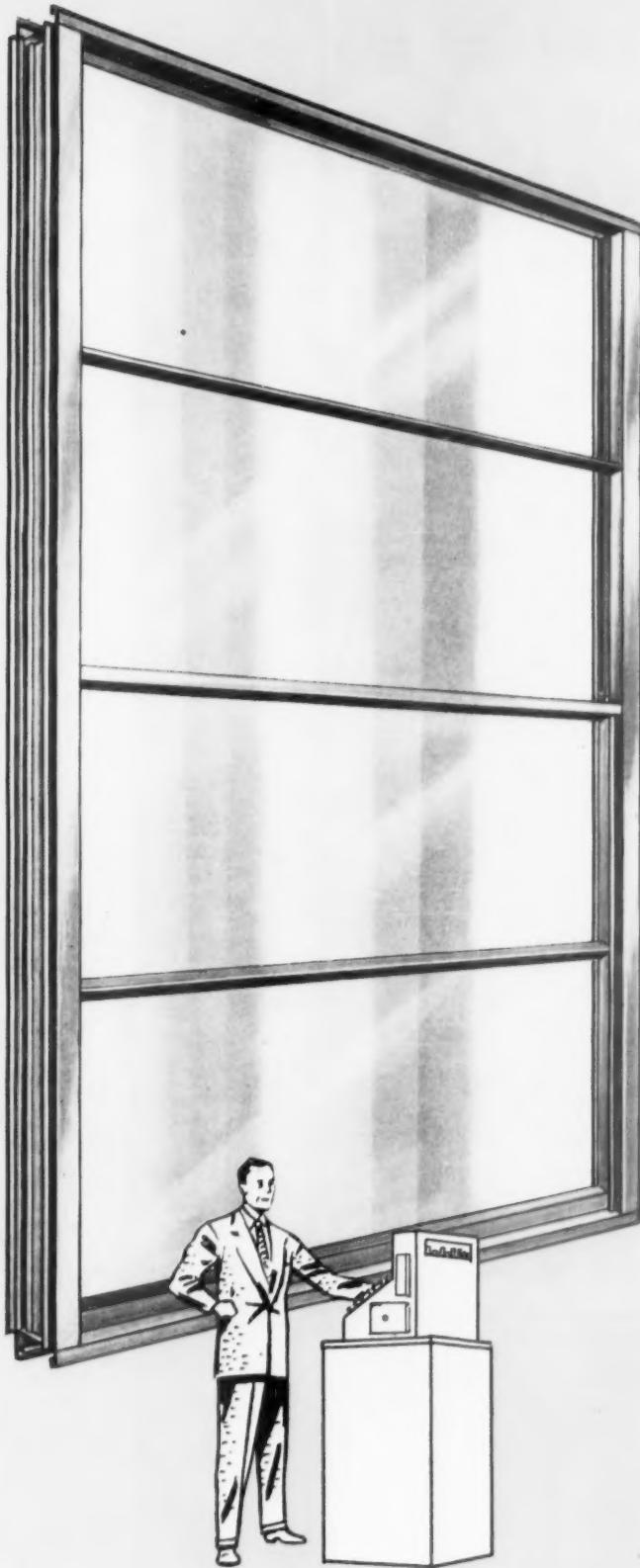
"We can easily convert our totals to cost, if necessary, since we closely figure mark-ups by product classifications."

However, Wood points out, from the viewpoint of returning taxes, once a merchant decides to switch from cost prices to retail prices for inventory purposes, he must stick to the change.

All merchandise at Wood's Do-It-Yourself Center is open-back-stocked.

★ ★ ★

**MR. DEALER!** What is your 'Better Way' of doing a job, making a sale, or improving public relations in your yard? Describe it to us in a letter and, if convenient, include a photo or sketch. If it is accepted for publication, **SOUTHERN BUILDING SUPPLIES** will pay you \$7.00 for it! Send entry to **SOUTHERN BUILDING SUPPLIES**, 806 Peachtree St., N. E., Atlanta 8, Ga.



**ALENCO.**  
*Aluminum windows*

**SELL so Good  
because  
they LOOK so Good**

Any way you look at it—Alenco is the most beautiful line of aluminum windows in America today. This beauty is the result of a careful analysis of the features most wanted by today's home owner. Included are all the quality features known to window engineering. Alenco Aluminum Windows are available in 24 stock sizes and three standard picture frame widths—either single hung or double hung—to give utility and pleasing variety to every type of architecture. With such a large selection to choose from there's no chance of missing a sale for want of a size or style. It also means you can do a volume sales job on a smaller inventory.

Because beautiful Alenco windows are in such demand from architects, builders and home owners, you profit from faster sales, easier sales and a volume business that keeps all our dealers enthusiastic.

Expanded production facilities now enables Alenco to offer these top quality windows to dealers and distributors all over America who are interested in selling a high profit, fast-moving product.

● Stock up now with profit-making Alenco Windows. Write for our catalog today.

**ALENCO.**  
*Aluminum windows*

ALBRITTON ENGINEERING CORPORATION  
2501 WROXTON RD. • HOUSTON 5, TEXAS

**Lots of little ads tell lots of big people  
about**

## **TRADE-MARKED**



# **MENGEL DOORS**

**A**rchitect, builder or dealer—who are the biggest people in *your* work?

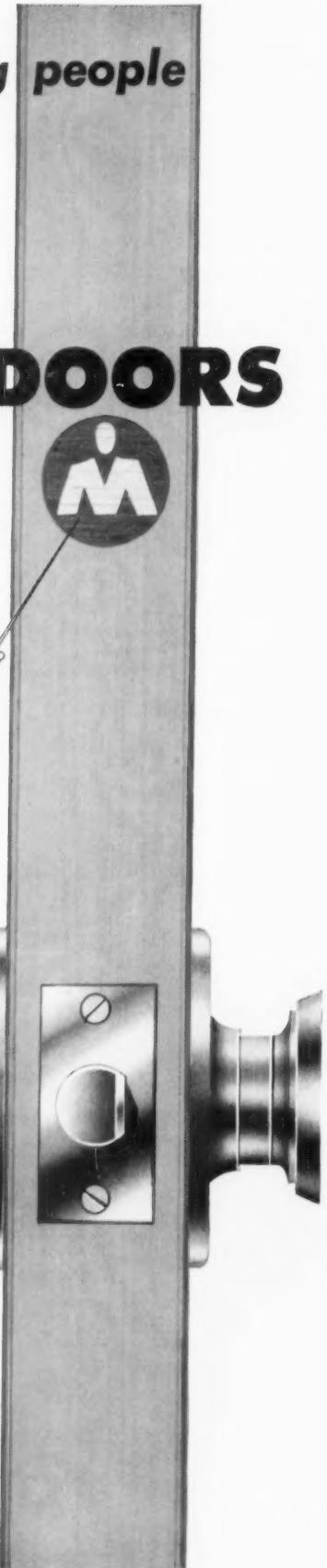
There's only one final answer. They're the people who buy, build and remodel houses . . . *consumers*.

You know the value of the new permanent, doweled-in-the-stile Mengel Door trade-mark. We think it's important that your customers be told this distinctive mark is a symbol of pride and protection. A guarantee of quality. A proof of fulfillment.

So, beginning with current issues of the magazines you see here, we're telling them. In a continuing campaign of small-space "eye-catcher" ads, they'll be reminded to look for the 'Mengel-Man' trade-mark long associated with Mengel *Permanized* Furniture.

*You* watch for these ads too. Hope you'll like them!  
Door Department, The Mengel Company,  
Louisville 1, Ky.

Mengel Doors equal or exceed the requirements of  
Bureau of Standards specifications CS200-55



**Over 54 million consumer readers exposed to Mengel Doors this month!**



## Cabinet Makers Plan Research on Built-Ins

An accelerated swing in the popularity of kitchen built-ins has created problems which call for closer cooperation among cabinet manufacturers, appliance suppliers, and government housing agencies, industry leaders reported at the first full membership meeting of the new National Institute of Wood Kitchen Cabinets recently in Chicago. Seventy-two representatives of member firms attended the meeting.

Among the industry problems cited were the many variations in appliance and cabinet dimensions and the need for clarification of FHA requirements. The institute authorized the creation of a subcommittee which will concentrate on matters pertaining to built-ins. A part of the Technical Committee, it will have as its chairman M. R. Liebenthal, Superior Cabinet and Manufacturing Co. The Technical Committee, headed by E. C. Hawkinson of the Brammer Manufacturing Co., will study the broad issue of specifications, and bear responsibility for control and use of the Institute emblem.

Three other permanent committees were established.

The Statistical and Survey Committee is headed by E. H. Courtenay, Mengel Company.

Liaison with other wood groups and work with institutions doing special studies in wood technology will be carried on by the Research and Education Committee. Hugh Gregg, Gregg & Son, Inc., is its chairman.

Chairman of the Trade Promotion Committee is C. R. Hunsicker, Curtis Companies Inc. It sets the policy for the institute's trade promotion program and studies new fields of activity for it.

## Backs Medical Colleges

American medical education is the finest in the world but only public interest and support can keep it that way, according to Owen R. Cheatham, president of the Georgia-Pacific Plywood Co. He is chairman of the Lumber Division of the Committee of American Industry, which is spearheading an appeal of the National Fund for Medical Education for an annual \$10 million to keep the nation's 81 medical schools in business.

Cheatham urged men and women in the lumber industry to get behind the nation's first Medical Education Week, April 22-28, "by informing themselves of the job the medical schools are doing and helping to preserve the source of all our medical care."

Three lines in your choice of metal—glazing—price—

1. New aluminum for single glazing
2. Aluminum with interchangeable single and dual glazing
3. Steel for single glazing, dual glazing

**Miller**

sliding glass doors

**highly competitive —**  
**designed for single glazing**

These new aluminum sliding glass doors — together with Miller's other two quality lines of aluminum and steel — give you greater price and design latitude.  
100% weatherproofed with continuous Schlegel double mohair pile. Fully Alumilited finish for beauty and maximum protection.



FRANK B. MILLER MFG. CO., INC.  
3216 Van Nuys Drive, Dept. 385  
Burbank, California

Please send info  
 New alum. door, single glazing  
 Alum. door for inter-  
changeable glazing  
 Steel doors. Also  
Distributor's  
NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
NAME \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_

# CONCRETE SCHOOLS WILL LAST GENERATIONS



Fireproof  
Durable  
Economical



**PENN-DIXIE CEMENT**  
*Corporation*

PLANTS: Nazareth, Pa. • Bath, Pa. • Penn-Allen, Pa. • West Winfield, Pa. • Buffalo, N.Y. • Richard City, Tenn. • Kingsport, Tenn. • Clinchfield, Ga. • Des Moines, Iowa • Petoskey, Mich.

DISTRIBUTING PLANTS: Chicago • Detroit • Milwaukee

OFFICES: New York • Chicago • Philadelphia

Detroit • Boston • Pittsburgh • Milwaukee • Buffalo

Atlanta • Des Moines • Petoskey, Mich. • Nazareth, Pa.



## So Strong!!

... and yet so smooth!!

*Sugar Pine* • • • from Superior Lumber  
of Sacramento who specialize in  
Quality Lumber from the finest mills in  
Oregon, California and Washington.

**SUGAR PINE**  
**PENDEROSA PINE**  
**MOULDINGS**

**DOUGLAS FIR**  
**WHITE FIR**  
**REDWOOD**

- Kiln Dried or green • Sugar Pine Pattern Lumber
- Industrial Lumber all species • Douglas Fir Studs
- Retail and Distribution Yard Lumber

**SUPERIOR LUMBER**  
**SALES COMPANY**  
*of Sacramento*  
926 Jay bldg. call hudson 4-8216  
Sacramento 14, Calif.

**MILLS AT: MARYSVILLE and SACRAMENTO, CALIF.**



**CELOTEX**  
BUILDING PRODUCTS

**FRY**  
*Roofing*

*Metalart*



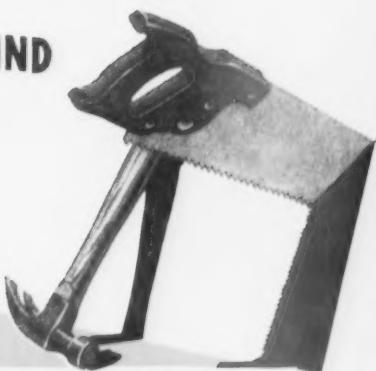
# For Your Spring Building Business



**NAMES You**  
can rely on

**PRODUCTS You**  
depend on

YOU'LL FIND  
'EM ALL  
AT



**SOUTHERN STATES IRON ROOFING CO.**

*Serving the Building Material Trade Continuously since 1914*

GENERAL OFFICES: ATLANTA, GEORGIA

BRANCHES: ATLANTA, GA. • SAVANNAH, GA. • BIRMINGHAM, ALA. • LOUISVILLE, KY.  
MEMPHIS, TENN. • MIAMI, FLA. • NASHVILLE, TENN. • RALEIGH, N. C. • RICHMOND, VA.

# YOUR CHECK LIST

## of quality building materials

To aid you in determining your exact needs, here is a handy checklist of building materials handled by SSirco. For immediate service, simply put a check by the products you want and call your nearest SSirco office, which is listed below.

**Get ready for the big Spring building business**  
TEAR OUT THIS SHEET AND KEEP IN PROMINENT PLACE

### ALUMINUM ROOFING AND SIDING

(Reynolds)  
5-V Crimp Roofing, 26" wide  
1½" Corrugated,  
26" and 48" wide  
2½" Corrugated,  
26" and 48" wide  
.032" Industrial Corrugated,  
35" and 48" wide  
Master Shingles  
Weatherboard Siding  
Ridge Cap • Valley  
Eave and Gable Finish  
Gravel Stop • Flashing

### GALVANIZED ROOFING AND SIDING

5-V Crimp Roofing  
Lock Tight Roofing  
1½" Corrugated  
2½" Corrugated  
Double Lock Roll Roofing  
Weatherboard Siding  
Ridge Cap • Valley  
Eave and Gable Finish  
Gravel Stop • Flashing

### SHEET METAL

Aluminum • Copper  
Galvanized Steel  
Terne Roofing  
Stainless Steel

### TRANSLUCENT GLASS FIBER PANELS

(Alsynite)  
Flat Sheets • Corrugated  
Mastic • Window Pane  
5-V Style • Step Lap

### ASBESTOS PRODUCTS

Siding Shingles  
Aluminum Trim

### ASPHALT PRODUCTS

(Fry)  
Shingles • Roll Roofings  
Brick and Stone Sidings  
Felts • Built-up Roofing  
Roof Coatings and Cements  
Asphalt Filler Strips

### NAILS

(Aluminum and Steel)  
Finishing • Casing  
Box • Plasterboard  
Shingle • Roofing  
Roofing, Lead Head  
Roofing w/washers  
Asbestos Shingle  
Gutter Spikes • Common

### GUTTER AND DOWN PIPE

Reynolds Embossed Aluminum  
Galvanized Steel  
Mitrices • Ringers  
Elbows • Shoes

### LOUVERS AND VENTILATORS

Vari-Pitch Aluminum Louvers  
Hamlin Aluminum Foundation  
Ventilators  
Leslie Louvers

### RED CEDAR SHINGLES

(Shakertown)  
Stained Shakes and Shingles  
Perma-Stains • Glumac Units

### FIR PLYWOOD

Douglas Fir Plywood

### INSULATION

Gustin-Bacon Snap-On Pipe  
Insulation  
Reynolds Reflective  
Certain-teed Fiberglass  
Ultralite  
Staple Guns and Staples  
Roof Insulation  
Rock Wool  
Mastic and Cement

### HARDBOARD PRODUCTS

(Masonite)  
Preswood  
Tempered Preswood  
Tempered Tile  
Duolux • Tempered Duolux  
Panelwood • Siding

### PLASTIC-COATED PANELING

(Barclay)  
Sheets and Squares  
Tile Pattern • Streamline  
Solidtone • Metal Trims  
Preswood Mouldings  
Adhesive

### MISCELLANEOUS BUILDING PRODUCTS

Bates Stairways  
Burns Aluminum  
Tension Screens  
Conwire Frame Screens  
Miami Carey Bathroom  
Cabinets and Accessories  
Aluminum Mouldings and  
Threshold Plates  
Termite Shields

### ALUMINUM MILL PRODUCTS

(Reynolds)  
Flat Sheet (Various Alloys)  
Coil Sheet (Various Alloys)  
Architectural Shapes  
Structurals • Tubing  
Screw Machine Stock  
Tooling Plate  
Tread Plate

### REYNOLDS Do-It-Yourself Aluminum Products

### DOORS — METAL

Garage — Aluminum  
Garage — Steel  
Frame — Steel  
Screen — Aluminum  
Sliding Closet — Steel

### AWNING SUPPLIES ALUMINUM

Step Down Sheet  
Pre-enamored  
Solid — Ventilated  
Angles • Channels  
Tubing • Fringe • Screws

## SOUTHERN STATES IRON ROOFING COMPANY

ATLANTA, GA.  
1530 Ellsworth Dr., N.W.  
Phone: SYcamore 4-9511

SAVANNAH, GA.  
309 Stiles Avenue  
Phone: 6-2461

BIRMINGHAM, ALA.  
2830 Fifth Ave., North  
Phone: 4-5461

LOUISVILLE, KY.  
1239 South Tenth St.  
Phone: MElrose 4-9441

MEMPHIS, TENN.  
703 North Royal Ave.  
Phone: JACKson 5-4717

MIAMI, FLA.  
3640 N.W. 52nd St.  
Phone: NE 5-2595

NASHVILLE, TENN.  
Harrison St. at Seventh Ave.  
Phone: Alpine 5-1152

RALEIGH, N. C.  
1431 Courtland Drive  
Phone: 4-6221

RICHMOND, VA.  
1910 Petersburg Pike  
Phone: 82-6748

# Steel LEMCO CASEMENT WINDOWS



THE MOST COMPLETE LINE  
OF ALUMINUM AND  
STEEL WINDOW PRODUCTS

**CUT building COSTS and  
add "SELL" to your homes!**

STEEL can not be matched for *strength* and *rigidity* by any other material. Combine these advantages of steel with LEMCO engineering features and manufacturing know-how and you have the *finest* in Casement Windows that literally *defy wear*.

LEMCO Steel Windows take modern finishes

beautifully assuring complete harmony with the new trends in interior and exterior color styling. Add to these features the fact that LEMCO Steel Casement Windows are now available with a snap-on Fin-Trim and built-in exterior Sill and you have the reason for the popularity of these pre-packaged, pre-trimmed units.

## AMERICA'S OLDEST RESIDENTIAL WINDOW MANUFACTURER

*Write to nearest location where LEMCO windows are manufactured*

McCOMB, MISS. • LAFAYETTE, LA. • JAMESTOWN, N.Y.  
**CROFT**  
STEEL PRODUCTS, INC.



**PLANNED FOR YOU WITH YOUR HIGH STAKE IN HOME MODERNIZATION**

**new K&M products...  
new K&M advertising...  
more profits for all!**

**K&M IS A CO-SPONSOR** of Operation Home Improvement (OHI)—the industry-wide year-long campaign to encourage more families to improve their homes.

**POWERFUL K&M ADVERTISING** at every level helps make your K&M-OHI selling easier... shows consumers how to make '56 the year to fix! K&M ads will be in—

Better Homes & Gardens  
Home Modernizing  
Progressive Farmer  
Successful Farming

... and the great Colgate-Palmolive—Home Modernizing Contest will reach millions more customers!

**OHI MEANS BETTER BUSINESS FOR ALL!** Builders, contractors, architects tap a great market with modernization plans and products. Quality K&M materials make each OHI job a reputation-builder as well as a profit-maker!

**KEASBEY & MATTISON**  
COMPANY • AMBLER • PENNSYLVANIA



**New K & M asbestos-cement DECORATIVE SHEETS**

*Versatile, attractive,  
ribbed and fluted material  
ideal for outdoor and indoor application!*

Their light-and-shadow textures improve any home's appearance! The sheets' natural color is gray, but painting will fit them into any color scheme. Can't rot, corrode, or burn. They're easy to handle and apply.

### IMPROVED K & M ROOFING SHINGLES

6 smart colors! Lindenwold, Peacock Blue, Antique Red, Green Pastel, Red Pastel and Rustic Brown.

FIRST COST CAN BE LAST when K&M asbestos-cement roofing shingles are used. They never burn, rot, or corrode—last for a lifetime—improve the home's value and appearance. K&M "Dualay" shingles can be applied either straight-butt or thatched-butt. Storm anchors keep the sturdy K&M roof on tight during the wildest weather!

### NEW Silicone-treated K & M SIDING SHINGLES



*Water balls up . . . then runs right off!*

INCREASED RESISTANCE TO DIRT AND MOISTURE is a big selling feature of Silicone-treated K&M siding shingles. Water-borne dirt—the cause of streaks and discolorations around windows and trim—doesn't readily gain a foothold to mar the beauty of the house.

NEW COLORS! SUNTAN! APACHE GOLD! DOVE GRAY! TRUGREEN!

### KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA

Send latest information on:

- K&M Roofing Shingles
- K&M Siding Shingles
- K&M Decorative Sheets

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## *The Disappearing Act that never fails*

A billion-mile network of buried faith lies stretched across America. It's Vitrified Clay Pipe—the product that disappears underground . . . and *has* to be trusted. Clay Pipe is sealed in by streets and sidewalks . . . blocked off by building foundations . . . piled over with earth and rock.

*Everybody trusts it*, because Clay Pipe has a vital job to do, and it must not fail. Yet—nobody worries about that vast underground network of sanitary protection. Few people even think about it. What greater tribute could be paid to a product's dependability?

Of all the materials that are used in the construction of modern homes and cities, none is more essential than Vitrified Clay Pipe. It disappears underground, so it's got to be good. It guards against disease, so it's got to be good. It gets no maintenance, so it's got to be good.

And you know it *is* good, because it is guaranteed for 50 years. It's the only pipe that *never wears out*, and the Oconee Clay Products Company is mighty proud of it.

**OCONEE**  
**CLAY PRODUCTS CO.**  
**Milledgeville, Ga.**



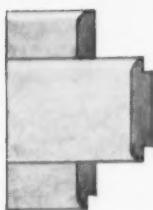
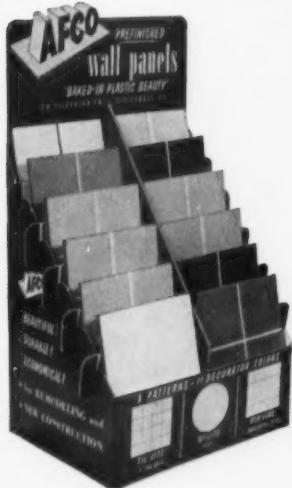
**Vitrified**  
**CLAY**  
  
**PIPE**

C-354-6

# Free DISPLAYS

## FOR AFCO DEALERS

AFCO knows you dealers sell from displays. We offer you TWO smartly styled displays in a size you can use. Small enough to move from counter to counter, yet large enough for your customers to select from. As an AFCO dealer, you pay **NOTHING** for these sparkling displays.



### HARDBOARD MOULDING

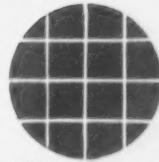
In addition to the line of famous AFCO "no rub off black" metal mouldings, we offer a complete line of Hardboard moulding in cap, base and divider in all 11 AFCO colors. There's a great demand for Hardboard moulding, and AFCO is one of the few manufacturers to fill that demand.

### FREE SAMPLES

We furnish our dealers all the free 4" samples they need. These samples are great order builders, for they give your prospect true color comparisons.

### FREE LITERATURE

In addition, AFCO furnishes their dealers attractive, full color literature for envelope stuffers, and color chip folders to distribute to prospects and customers.



**TILE-LITE**—the traditional 4" tile pattern, graced with the famous AFCO Tangential Scoreline.



**GLO-LINE**—the modern pattern with Scoreline 8" apart. Used in combination with other patterns.

### MORE THAN 90 NEW ANODIZED PATTERNS

### AFCO WATERPROOF CEMENT

A special formula that insures best installation. Superior adhesive qualities insure customer satisfaction. A trial order will prove this cement the best you ever stocked. **FREE SPREADER**. On the top of each gallon can is a free cement spreader. A big advantage in winning customer good will.



**HI-LITE**—an unmarred sheet of glimmering, satin-like loveliness. A hundred uses for this pattern.

TEXAS BUILDING MATERIAL CONVENTION — April 15, 16, 17, 1956 — Visit Our Booth No. 28

# A. & F. Tileboard Co.

ALEXANDRIA, LOUISIANA

### ATTENTION, DISTRIBUTORS

Exclusive territories are available in some sections of the country. Write, wire, or phone for full details.

# Will this blot spread... or shrink?



NOTHING STRIKES so brutally at human lives as a slum.

Yet of America's many millions of homes, the blot that is a slum covers more than 1 out of every 10 . . . and nearly one-half of all our homes are urgently in need of repair and basic improvements.

Will the blot go on spreading? Or will a concerted, nationwide attack on the causes of slums shrink it, year by year, until it is wiped out? Today, this is a challenge to every American . . . a challenge that *must* be met.

## Your community . . . your problem!

A slum reaches across blocks, across miles, to sit on your doorstep and demand a price.

You pay it in the threat of crime and juvenile delinquency to your family. You pay the price in higher personal property taxes to fight the disease and crime and poverty that are slum-bred. You pay personally when the value of your home sinks as community deterioration takes another step closer.

Your *firm* pays when the community where you do business goes downhill. Slums automatically mean lower purchasing power and less effective labor.

## Good citizenship is good business

It's good citizenship and good business both for your firm to join efforts to check housing decay . . . to stop slums before they start. In fact, it's the *responsibility* of every business, as it is of every other good citizen, to support community improvement efforts.

Some slums are beyond repair. They should be torn down and a fresh start made. Others can be remodeled, made to conform to better living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Adding your support to the efforts of the millions already attacking the problem, your firm can help stop slums cold and put America's housing standards at a new height.

## How to get into action

A group of Americans from every walk of life has formed a new, non-profit organization to help combat home and community deterioration — The American Council To Improve Our Neighborhoods . . . A.C.T.I.O.N.

Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It also lists booklets, research reports, check-lists, and other material which can help you protect the housing health of your community. Address P. O. Box 500, Radio City Station, New York 20, N. Y.



American Council To Improve Our Neighborhoods

# SUPPLY and DEMAND

## Early '56 House Starts Set Dollar-Volume High

Contract awards for future construction in the 37 Eastern states were up for February, 18 per cent over that month's totals in 1955, according to the latest report from the F. W. Dodge Corp., construction marketing specialists.

The February total reached \$1,859,737,000.

The figures for January and February combined — \$3,717,965,000 — also set new records, being up 21 per cent over that period in 1955. These gains are even more noteworthy because the first two months of 1955 showed great gains over the 1954 figures.

Residential contracts during the two-month period were up to \$1,493,663,000, a six-per-cent increase. During the month of February alone, residential construction reached \$799,271,000, up seven per cent.

Despite the higher dollar volume totals in residential construction in Eastern states, the U. S. Bureau of Labor Statistics estimated that for the nation as a whole there were fewer non-farm housing starts this February than last.

NRLDA reported 78,000 new non-farm dwelling units started, 1,200 of which were public housing. This is 11,900 fewer units than in 1955.

## 1955 Was Greatest Year for Lumber Production

The latest quarterly report of the Lumber Survey Committee to the Secretary of Commerce showed that during 1955 lumber manufacturers had produced the highest annual total for any of the 27 years for which records have been maintained.

Production reached an estimated 39.1 billion board feet.

Estimated national consumption, reflecting exports and imports, as well as changes in distributors' stocks, totaled 43.1 billion board feet. This is the greatest amount of lumber used since records were first made in 1929. Imports also set a new record in 1955 — 3.6 billion board feet.

The reports show that most lumber manufacturers are optimistic about prospects for this year, although the demand is expected to be somewhat lower in certain areas.

During the first six weeks of 1956, according to the National Lumber Trade Barometer, lumber production

dropped eight per cent below the corresponding period in 1955. Shipments have remained fairly close to production, although some species are lagging behind in filling orders.

## Retail, Wholesale Sales Show January Gains

The United States Department of Commerce estimated a two-per-cent gain in retail sales in the lumber, building, and hardware group for January 1956 over 1955. For lumber and building materials dealers alone, it estimated a seven-per-cent gain.

At the wholesale level, the Department of Commerce figures indicated a nine-per-cent gain for lumber and construction materials distributors.

Department of Labor reports on wholesale prices for lumber and wood products showed a price index of 126.7 for February, 1956. This was a 3-per-cent gain over January figures and 4.5-per-cent gain over February, 1955, prices.

Dealers reporting to the National Retail Lumber Dealers Assn. on lumber stocks and sales for January, 1956, compared to the previous January, indicated a decline in most of the South and Southwest.

Only the East South Central region reported an increase, of seven per cent.

The Middle Atlantic dealers reported a decline of 10.9 per cent; South Atlantic, of 8.0 per cent, and West South Central, of 20.1 per cent.

Stocks rose 20.9 per cent over January, 1955, figures for the reporting dealers in the Middle Atlantic region. They declined 4.7 per cent for the South Atlantic region; 6.6 per cent for the East South Central, and 0.6 per cent in the West South Central.

## J-M To Make Hardboard

The Johns-Manville Corp. has announced plans to enter the hardboard business, after completion of a plant adjacent to its Natchez, Miss., insulating board plant.

J-M will use a method of hardboard manufacture currently popular in Finland. The company is believed to be the first in the United States to adopt this method.

The Natchez hardboard plant will have an annual capacity of 60,000,000 square feet. It is part of a \$26,000,000 expansion and improvement program to be undertaken by Johns-Manville during 1956.

## Freight Rates Hiked to Meet Higher Costs

The Interstate Commerce Commission granted a 6% increase in all basic freight rates with certain exceptions, effective March 7.

The exceptions included a maximum of 6 cents per 100 pounds for lumber and articles listed in tariffs taking lumber rates, and a maximum of 7 cents per 100 pounds for building woodwork and millwork.

The railroads had filed tariffs providing for an increase of 7% across the board. The ICC found such tariffs were not just and reasonable, but found that because of increased operating costs some increases were just and reasonable.

The order does not preclude interested parties from bringing any maladjustments to the commission's attention for correction.

## Pine Shipments Lag

For the week ending March 17, the Southern Pine Assn. reports showed orders on hand for 51,536,000 board feet of Southern pine lumber, compared to orders on hand at the beginning of the week for 50,722,000. Orders received during the week were for 19,211,000 board feet, and shipments reached 18,397,000 during the week.

This left orders 4.42 per cent above shipments for the week and 0.64 per cent above production.

## Ample Cement Promised by Marquette's Wecker

W. A. Wecker, president of the Marquette Cement Manufacturing Co., recently expressed the belief that capacity increased by the industry should put production ahead of demand by late 1956.

"In the haste of planning so much new capacity, it was inevitable that not all projects should be well conceived," Wecker pointed out. "There are already indications that capacity in some areas may be more than needed."

Ample cement supplies in 1957 in the Southern and Southwestern states served by Marquette's eight producing plants is assured.

Marquette and other cement-producing firms are expected to produce about 29 per cent more than at the start of 1955.

MORE OF  
THESE SCREENS  
ARE BOUGHT  
THAN  
ANY OTHER  
BRAND\*



\* So naturally you'll do better  
with Tension-tite...the screen  
for double-hung windows that  
has everything retailers and  
their customers want.

RUDIGER  LANG CO.

INTERNATIONAL TRADE MART • NEW ORLEANS, 12, LA. • Factories in Toccoa, Georgia and Berkeley, California

May we send you the names of  
nearby Tension-tite jobbers?

# USS American Fence...

the brand that really moves!



For more than fifty years USS American Fence has been building a reputation for unmatched service on farms and ranches throughout the country. Today, American Fence is more widely recognized, accepted and purchased than ANY other brand of farm fence.

Customer acceptance like this pays off in sales for you! Half of your sales job is done when your fence customer sees the big, red USS American placard on every roll of fence. Chances are you'll clinch the sale when you point out the extra long wrap-arounds at each hinge joint, the tension curves for expansion and contraction control, and the heavily galvanized, rugged steel-wire construction of American Fence. You'll find it pays to feature USS American Fence.

## TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA  
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON  
JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

## USS AMERICAN FENCE

Manufacturers of American Baling Wire, American Barbed Wire and Tennessee V-Drain Roofing

UNITED STATES STEEL

APRIL, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



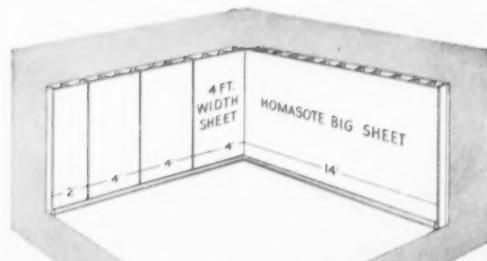
## USS American Barbed Wire

Here's a natural "tie-in" sale every time you sell a roll of American Fence. It's available in five types and two gauges. Two or four-barb types, depending on your customers' needs.

## USS American Baling Wire

"NEW AND PERFECTED QUALITY"

With baling time coming up, farmers will be needing American Baling Wire. It comes in handy rolls that slip right into automatic balers with no trouble. Make sure you have a good supply on hand.



## 4 x 8 or 14 x 8?



### BIG SHEETS mean BIG SAVINGS

In the Homasote Handbook—Page 13—the first paragraph reads...

"Note from the above diagram that a 14-foot wall requires 3½ four-foot sheets, and there are three joints. At every joint it is necessary to use two rows of nails and a batten strip. With Homasote Big Sheets the wall is covered in one piece, there are no joints and only one-half as many nails are required. In the average house, Homasote Big Sheets eliminate 22 joints per thousand square feet of wall or ceiling surface. To buy molding strips for those joints, nail them on, countersink the nails, putty up the nail holes and paint, far exceeds the difference in cost of Homasote. Unquestionably, it is 'cheaper on the wall'."

This paragraph is immediately followed by data on the

strength, moisture-resistance, weatherproofness and resistance to air infiltration which make Homasote both efficient and economical as an insulating-building board.

This constitutes one page out of 64. The Homasote Handbook took 20 years to write—based upon 46 years' experience in the making of quality materials.

Here are the answers to 100 construction problems — of value to every architect, builder and dealer. There are 200 listings in the Index. (We cut it down from 400 possible listings.)

We are proud of this book. We have confidence in its basic value. *May we send you a copy*—without cost or obligation? Kindly address your inquiry to Department D-10.



**HOMASOTE** COMPANY  
TRENTON 3, NEW JERSEY

# CAUGHT IN THE PROFIT SQUEEZE?



Concentrate your selling effort on a product with high mark-up and low handling cost! Best-Vent Primary Aluminum Windows by Per-Fit turn over fast, take little space and handling. Get your share of the fabulous aluminum window market with Best-Vent—custom quality at a sensible price, with twelve exclusive features home-owners demand. And Best-Vent is sold *only* through dealers like you. Best-Vent's Double-Ventilating Action automatically provides constant, gentle, draft-free ventilation—a touch opens top *and* bottom sash, instantly, simultaneously. Other primary aluminum windows in the Per-Fit Line: double-hungs, sliders, picture windows, window walls.

PER-FIT PRODUCTS CORPORATION — A *Spieldenier* Industry

## IF YOU WANT TO BEAT THE PROFIT SQUEEZE OUR STORY IS WORTH YOUR TIME!

Just fill in this coupon for full details!



Per-Fit Products Corporation  
1118 E. 52nd Street, Indianapolis, Indiana

You're right! I'm tired of pinching profits—give me the facts I need to beat the profit squeeze!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

BEAT THE PROFIT SQUEEZE  
BY SELLING NEW

**BEST-VENT®**  
PRIMARY ALUMINUM WINDOW

NEW  
**GRADE NAMES**  
**FOR WEST COAST**  
**LUMBER**  
**are NOW**  
**in effect**

Boards, Dimension and Timbers of Douglas fir, West Coast hemlock, Western red cedar and Sitka spruce now have grade names instead of numbers as shown below:

**NO. 1 . . . . . becomes CONSTRUCTION**



**NO. 2 . . . . . becomes STANDARD**



**NO. 3 . . . . . becomes UTILITY**



**NO. 4 . . . . . becomes ECONOMY**



There is no change in the identification of Select Merchantable Boards, Select Structural Dimension and Timbers, or vertical grain Clears.

The top grade of flat grain Clears becomes **C&Btr.**



For additional information on grades write to:

**WEST COAST LUMBERMEN'S ASSOCIATION**  
1410 S. W. MORRISON, PORTLAND 5, OREGON

All Grade Stamps shown are registered, U. S. Patent Office.



# Mule-Hide Dealers For 48 Years Say "WOW" Over 50th Year Program



## Mule-Hide's GOLDEN ANNIVERSARY USHERS in an era of new products and new dealer selling helps

When J. W. Clemens (left) and his son (right), Mule-Hide dealers in Sparta, Missouri, for 48 years, saw the new Mule-Hide promotional materials they said, "That's the most!"

That's what all Mule-Hide dealers are saying about the colorful line folders, striking point-of-sale materials, attractive samples, new kind of roofing

color book . . . and other aids that are pulling in new prospects and making extra sales for Mule-Hide dealers.

That's what you, too, will say if you take a look at Mule-Hide's package, the most complete and effective set of promotional tools in the industry . . . So why don't you?

It's Mule-Hide's  
**GOLDEN ANNIVERSARY**



### ASK THE MULE-HIDE SALESMAN

He will be glad to show you the new Mule-Hide dealer promotion package . . . and the easy-selling new Mule-Hide products—like LUSTERGLAZE and LUSTERTEX Asbestos Siding, and TUFFSTONE Asbestos Wallboard that saws and nails like wood.

### THE LEHON COMPANY

Bellwood, Ill. • Wilmington, Ill. • Memphis, Tenn. • Cincinnati, Ohio • Houston, Tex.

Manufacturers of famous Mule-Hide "Town & Country", Thick Butt, Hex and "Safe-Lox" Asphalt Shingles; Roll Roofing and Asphalt Roof Coatings; "Lusterglaze" Glazed Asbestos Siding and "Lustertex" Asbestos Siding; "Tuffstone" Asbestos-Board and Mule-Hide A. C. Wallboard; Bathroom Cabinets and Ventilating Fans, and other Quality Building Products for Fifty Years.

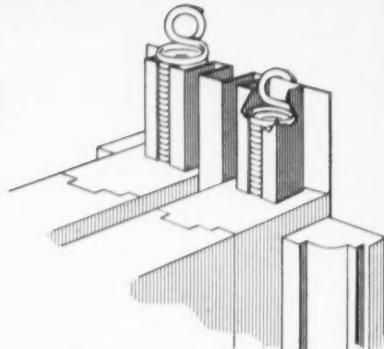
This is the year you can expect more and more from Mule-Hide . . . more new products . . . more dealer selling helps . . . more sales for you . . . backed by 50 years of industry leadership.



## The COMPLETE QUALITY LINE

### MASTER- MATIC

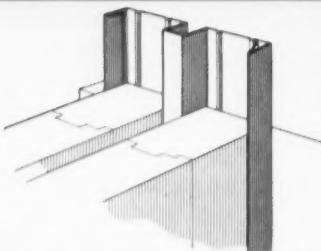
No. 1400



One-piece sash balance and weatherstrip combination unit. A high-quality superior unit, especially designed for PRE-FIT WINDOW UNIT MANUFACTURERS. Ideal for first line-top quality window units.

### MASTER- LINER

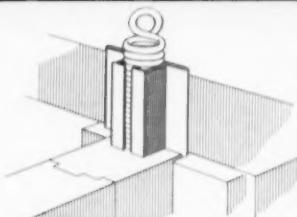
No. 440



One-piece full jamb liner. A high-quality aluminum weatherstrip unit adaptable for use with ANY TYPE SASH BALANCE, such as spiral, tape, clock spring, etc.

### MASTER NO-DRAFT

No. 400

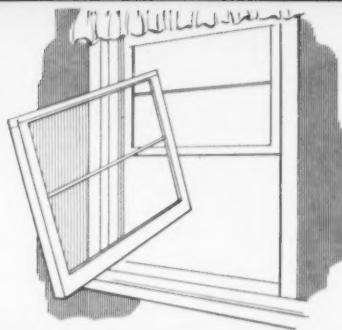


Sash Balance and Weatherstrip Combination Unit. The "original" and most widely copied spring sash balance unit for "on the site installation". Excellent for new construction, repair, or home improvement.

# SASH-BALANCES AND WEATHERSTRIPS

### MMR

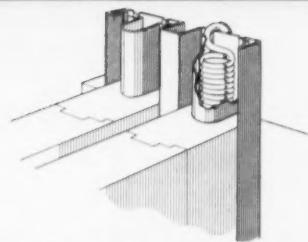
"MASTER-MATIC  
REMOVABLE"  
No. 2500



Removable sash hardware. For application with the Master-Matic Unit making a completely balanced, removable sash window.

### MASTER- THRIFT

No. 880



One-piece sash balance and weatherstrip combination economy unit offering all the advantages of the Master-Liner, plus an efficient sash balance. Ideal for low cost-economy window units.

SILENT  
FLOCKED  
SPRINGS

AVAILABLE ON ALL EQUIPMENT

#### INQUIRE ABOUT MASTER EQUIPMENT FOR:

- DOUBLE-HUNG WOOD WINDOWS
- CASEMENT-AWNING-HOPPER TYPE WOOD SASH
- HORIZONTAL SLIDING WOOD SASH
- WOOD DOORS
- METAL WINDOWS AND METAL DOORS

A FULL LINE OF BRASS & ALUMINUM THRESHOLDS!

**MASTER METAL  
STRIP SERVICE, Inc.**

1744 NORTH KILBOURN AVENUE • CHICAGO 39, ILLINOIS

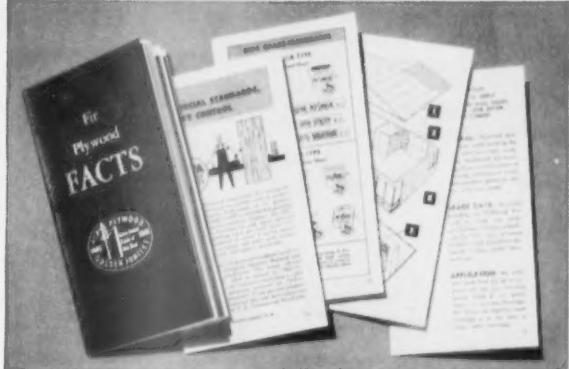
# FIR PLYWOOD PROFIT POINTERS

NEW DEALER SALES TOOLS AND MERCHANDISING IDEAS

- 1 Fir Plywood Boat Plans
- 2 Sales Reference Manual
- 3 Extra "Do-It-Yourself" Sales
- 4 New Car Top Carriers



**1. New Merchandising Package** built around eight new boat plans is now available to help increase your Exterior plywood sales to amateur boat builders. Includes supply of 60 plans (which sell for 25c each), counter stand and merchandising materials. Price to dealers: \$2.75. (Actual cost over \$7.00)



**2. Fir Plywood Facts Book**—Even your newest employee can be a fir plywood expert with this new pocket-size reference manual. Handy 60-page digest of plywood application and specification data. For free copies for all your personnel, send names and home addresses to Douglas Fir Plywood Assoc.



**3. Fir Plywood Plans Book** makes ideal sales tool for dealers interested in extra "do-it-yourself" business. Big (over 90 pages), fully illustrated book contains plans for scores of storage units and furniture. Retails for 50c. Available in quantity; comes complete with counter stand. Write for details, samples.



**4. Inexpensive Car Top Carriers** are a real boon to dealers plagued by small, time-consuming deliveries. Craftboard carriers come flat, can be installed in a jiffy to let customers haul plywood and lumber atop their own cars without damaging finish. About 12c per set; mail coupon for information.

**PLAY IT SAFE! INSIST ON DFPA TESTED QUALITY PANELS**

You're sure of quality when you stock and sell only DFPA grade-marked fir plywood. There's a type and grade for every job.

EXT-DEPA  
WSP  
PLY-SHIELD  
PLY-BASE  
PLY-MATE

Plywood of other western softwoods available; look for this DFPA grade-mark.

DOUGLAS FIR PLYWOOD ASSOC., Dept. SBS, Tacoma 2, Wash.

1. Boat Plans—I enclose \$2.75 for boat plans merchandising package.

Please send the material checked at left (Good USA only).

2. Facts Book—Please use separate sheet to list names and addresses of employees you would like to have receive free copies.

Name \_\_\_\_\_

3. Plans Book—Sample copies and cost information.

Address \_\_\_\_\_

4. Car top carrier samples and complete information.

Firm \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# a good straight wall starts with **CHENEY STUDS . . .**



... so be sure this  
registered trademark\*  
is on every stud you buy

\*

-  RED END WAX SEALED
-  ANTI-STAIN TREATED
-  PRECISION TRIMMED
-  EASED EDGES
-  WCLB GRADE MARKED
-  ATTRACTIVE YARD PILES
-  PREMIUM QUALITY

CHENEY  
Const.

★ TRADEMARK REGISTERED U. S. PATENT OFFICE



Originators  
of the  
eight foot stud

## **CHENEY Lumber Company**

General Sales Offices:

424 Tacoma Building, Tacoma 2, Washington  
Telephone FULTon 2424 Teletype 024

specify\*



... standard of quality  
for dependable dealers

# How to Set Up a Dealer's Sales and Operating Budget

APRIL, 1956

\* For purposes of illustrating the preparation of a building supply dealer's sales and operating budget, I have used a hypothetical XYZ Company.

Accompanying Exhibit I presents the Income Statement of the XYZ Company for the year 1955. The net income before taxes of \$7,600 or 1.9% of net sales indicates that the company did not enjoy a very profitable year.

The first step toward improving the situation is to determine what similar companies are achieving in the way of operating results. This is done by comparing the income statement of the XYZ Company with the income statement of the average Tennessee building material dealer as developed in the Tennessee Building Material Association's 1954 *Cost of Doing Business Survey*. (Several state and regional associations have con-

By William C. Henry

## EXHIBIT I

### XYZ COMPANY

#### Income Statement

Year 1955

		% of Sales		
	Amount	XYZ Co.	Assn.	Over*-Under
Net Sales	\$400,000	100.0	100.0	
Cost of Materials	293,600	73.4	73.5	.1
Shop Expenses	10,400	2.6	2.7	.1
Cost of Sales	\$304,000	76.0	76.2	.2
Gross Profit	\$ 96,000	24.0	23.8	.2
Operating Expenses				
Yard and Warehouse				
Labor	12,400	3.1	2.8	.3*
Other expense	1,200	.3	.5	.2
Total	\$ 13,600	3.4	3.3	.1*
Delivery				
Truck drivers wages	10,800	2.7	2.0	.7*
Truck depreciation	2,400	.6	.3	.3*
Other delivery expense	4,000	1.0	1.0	
Total	\$ 17,200	4.3	3.3	1.0*
Selling				
Salaries and commissions	12,800	3.2	2.9	.3*
Advertising	400	.1	.7	.6
Other selling expenses	2,800	.7	.7	
Total	\$ 16,000	4.0	4.3	.3
Administrative and Office				
Management salaries & bonuses	14,800	3.7	3.6	.1*
Office salaries	6,800	1.7	1.3	.4*
Office expense	3,200	.8	.6	.2*
Taxes	4,000	1.0	1.0	
Insurance	1,600	.4	.9	.5
Bad debts	4,800	1.2	.6	.6*
Building expense	2,800	.7	.5	.2*
Other administrative expense	3,200	.8	.5	.3*
Total	\$ 41,200	10.3	9.0	1.3*
Total Operating Expenses	\$ 88,000	22.0	19.9	2.1*
Net Income from Operations	8,000	2.0	3.9	1.9
Other Income	1,200	.3	.8	.5
Other Expense	1,600	.4	.4	
Net Income before Income Taxes	\$ 7,600	1.9	4.3	2.4



\* This is an adaptation of a presentation delivered by Mr. Henry at the recent annual convention of the Tennessee Building Material Association. He is professor of accounting at the University of Tennessee. He conducts annual "Cost of Doing Business" surveys for the Tennessee, Florida, and Georgia associations.

ducted and published similar cost surveys, from which dealers can develop more localized comparisons.)

Referring again to Exhibit 1, the percentage distribution for the average dealer is shown in the third column. The fourth column indicates whether the XYZ Company is over or under the average dealer with respect to the various items.

Comparison indicates that the XYZ Company's gross profit rate approximately agrees with the average gross profit rate. In the operating expenses, the XYZ Company is *over* the average on yard and warehouse, *over* on delivery, and *over* on administrative and office. Only in the selling expense section is the XYZ Company *under* the average. Even this is probably misleading since the XYZ Company is doing somewhat less advertising, percentagewise, than is the average dealer. Let us now assume that the XYZ Company decides to try for two objectives in 1956: (1) an increase in sales volume of 10%; (2) a net income before taxes of 5%.

Exhibit 2 shows the distribution of 1956 estimated income in accordance with these two objectives. Although the exhibit is shown in completed form, it actually is built up step by step.

Sales for 1955 of \$400,000 increased by 10% would give estimated sales for 1956 of \$440,000. Thus the sales figure is inserted in Exhibit 2.

Next the gross profit at 24% of sales or \$105,600 is inserted. The percentages here are the same as 1955 actual percentages.

Dropping to the bottom of the statement, the final net income before taxes of the desired 5% or \$22,000 is inserted. Working up, the "other expense" and "other income" percentages are assumed to remain the same as 1955. Therefore, the net income from operations will be 5.1% or \$22,440.

It is now apparent that between a 24% gross profit and a 5.1% net income from operations there is only an 18.9% spread for operating expenses. In 1955 the operating expenses of the XYZ Company were 22% of sales and those for the average dealer were 19.9% of sales. Perhaps we are hoping for too much of an improvement in 1956. However, if the average association dealer makes 4.3% on sales there must be many who have a higher return than 5%.

Attention is now turned to yard

## EXHIBIT 2

### XYZ COMPANY

#### Estimated 1956 Net Income

	Amount	%
<b>Net Sales</b>	<b>\$440,000</b>	<b>100.0</b>
Cost of Materials	322,960	73.4
Shop Expenses	11,440	2.6
<b>Cost of Sales</b>	<b>\$334,400</b>	<b>76.0</b>
<b>Gross Profit</b>	<b>105,600</b>	<b>24.0</b>
<b>Operating Expenses</b>		
Yard and Warehouse		
Labor	12,320	2.8
Other expense	1,320	.3
<b>Total</b>	<b>\$ 13,640</b>	<b>3.1</b>
Delivery		
Truck drivers wages	8,800	2.0
Truck depreciation	1,320	.3
Other delivery expense	4,400	1.0
<b>Total</b>	<b>\$ 14,520</b>	<b>3.3</b>
Selling		
Salaries and commissions	12,760	2.9
Advertising	3,080	.7
Other selling expense	3,080	.7
<b>Total</b>	<b>\$ 18,920</b>	<b>4.3</b>
Administrative and Office		
Management salaries and bonuses	15,840	3.6
Office salaries	5,720	1.3
Office expense	2,640	.6
Taxes	4,400	1.0
Insurance	1,760	.4
Bad debts	1,320	.3
Building expense	2,200	.5
Other administrative expense	2,200	.5
<b>Total</b>	<b>\$ 36,080</b>	<b>8.2</b>
<b>Total Operating Expenses</b>	<b>\$ 83,160</b>	<b>18.9</b>
<b>Net Income from Operations</b>	<b>22,440</b>	<b>5.1</b>
Other Income	1,320	.3
Other Expense	1,760	.4
<b>Net Income before Income Taxes</b>	<b>\$ 22,000</b>	<b>5.0</b>

and warehouse expenses. Labor, which was over the average, is reduced to the average of 2.8%. Other expense, which was slightly under the average, is left at .3% to give a total of 3.1% or \$13,640.

In the delivery section, drivers' wages are reduced to the average of 2.0%. The same treatment is accorded truck depreciation. Other delivery expense was left as is and the total is 3.3% or \$14,520. This agrees with the association average for total delivery expenses.

In the selling expenses, the

association averages are used straight down the line. This means a slight reduction in the salary percentage, but provides for an increased amount of advertising which should help provide the additional 10% sales volume desired.

It is now apparent that only 8.2% of the 18.9% is left for administrative expenses. This 8.2% is distributed over the administrative expenses on the basis of judgment.

So the 1956 estimated income

statement is completed. Of course, definite steps have to be taken at the start to make the cost changes sought throughout the year. And no operating budget is of value for control purposes unless a comparison is frequently made between actual results and budgeted results.

For this purpose Exhibits 3 and 4 are used. In Exhibit 3 the 1955 actual sales by months give the percentage of sales made in each month. The 1956 estimated sales are then spread over the months on the same percentage basis.

Therefore, on Exhibit 4 the January budgeted sales are \$22,000. The gross profit percent would give a gross profit of \$5,280. To determine the operating expenses for January it is necessary to divide the expenses into fixed expenses and variable expenses.

Fixed expenses are those which remain relatively constant despite sales volume changes. Examples (See DEALER'S BUDGET page 125)

### EXHIBIT 3

#### XYZ COMPANY

#### *Budgeted Sales for 1956*

	<i>1955 Sales</i>	<i>% per Month</i>	<i>10% Increase for 1956</i>
January	\$ 20,000	5	\$ 22,000
February	24,000	6	26,400
March	28,000	7	30,800
April	32,000	8	35,200
May	36,000	9	39,600
June	44,000	11	48,400
July	48,000	12	52,800
August	56,000	14	61,600
September	40,000	10	44,000
October	28,000	7	30,800
November	24,000	6	26,400
December	20,000	5	22,000
	<b>\$400,000</b>	<b>100</b>	<b>\$440,000</b>

### EXHIBIT 4

#### XYZ COMPANY

#### *Monthly Budget and Actual Expenses and Income*

	February					
	January		Budget		Actual	
	Budget	Actual	Month	yr. to date	Month	yr. to date
Net Sales	\$22,000		\$26,400	\$48,400		
Gross Profit	5,280		6,336	11,616		
Operating Expenses						
Yard and warehouse						
Fixed 55% $\div$ 12	625		625	1,250		
Variable 45% $\times$ $\text{---}$ %	307		368	675		
	\$ 932		\$ 993	\$ 1,925		
Delivery						
Fixed 55% $\div$ 12	665		665	1,330		
Variable 45% $\times$ $\text{---}$ %	327		392	719		
	\$ 992		\$ 1,057	\$ 2,049		
Selling						
Fixed 55% $\div$ 12	867		867	1,734		
Variable 45% $\times$ $\text{---}$ %	426		511	937		
	\$ 1,293		\$ 1,378	\$ 2,671		
Administrative and Office						
Fixed 55% $\div$ 12	1,654		1,654	3,308		
Variable 45% $\times$ $\text{---}$ %	812		974	1,786		
Total Operating Expenses	5,683		6,056	11,739		
Net Income from Operations	\$ (403)		\$ 280	\$ (123)		
Other Income	66		79	145		
Other Expense	88		106	194		
Net Income before Income Taxes	\$ (425)		\$ 253	\$ (172)		



## Ten-Year-Old Texas Yard Brings Services Up-to-Date

♦ "Clinging to merchandising ideas and yard layout of 10 years ago is a futile conflict with the modern trend toward one-stop building service and attractive display rooms," declares D. A. Lawson, owner of the Lawson Lumber Company in Kermit, Texas.

"The small-town lumber dealer who fails to recognize this trend and its significance is fighting a current that eventually will defeat him."

Lawson has been in the lumber and building supply business 10 years. He started as most small-town lumber merchants started — selling mostly lumber and catering to building contractors. At the time he opened his yard, Kermit had a population of about 700 — now it is over 5,000 and growing rapidly.

One major change in the Lawson firm's method of operation was the decentralization of selling effort that had been directed toward

contractors. The company now aims at the home-owner himself. "Since we felt that the customer looked to us for satisfactory construction, we decided to get the credit as well as the blame and actually build houses ourselves," Lawson explained.

Originally, the company catered strongly to contractors and did no building itself. Then, one by one, the leading local building contractors opened lumber yards of



A modern building, like that of the Lawson Lumber Company, above, pays off in a small town as well as in the city. Owner D. A. Lawson has found out. When his firm was started 10 years ago, Kermit, Tex., had about 700 people. Now it has about 5,000 and is growing fast. At left is a view of the neat store interior. A firm rule of the company is never to leave unopened cases of merchandise on the floor. "If it's worth selling, it's worth displaying well," Lawson says.

Women, especially, seem to appreciate a change of scenery in the display room, Lawson points out. Therefore, some of the display units designed for the Lawson yard have casters for easy rolling to other parts of the store. Merchandise is changed according to seasons, too. The display at right holds small plywood pieces popular with the D-I-Y market. The display below has been moved closer to the front door this spring to push garden tools.

their own, eliminating themselves as customers of the Lawson yard.

"We preferred to stay out of the contracting business," Lawson says, "but we could not afford to. No more than we could afford to ignore the trend toward modern retail selling facilities and catering directly to the average citizen."

To tackle the problem of attractive displays to lure prospective home-owners into the store, Lawson completed a new store building two years ago. His theory that people in a small community appreciate modern fixtures as much as those in a city was justified.

The new store has a 55-foot front



on the town's main street. It extends back 36 feet on a property 115 feet wide and 250 feet deep. It is a corner location.

Lawson designed the new store from his experience in the lumber business and his study of trends in building supply merchandising. The basic idea embodied in the design of the store and stock arrangement is promotion of self-service and displaying everything the company sells.

"The average dealer today, regardless of the size of his community can't afford to rely solely—or even mainly—on contracting business," Lawson explains.

"The general public more and more is buying its own building material, and the average customer expects to find everything he needs to build or repair a home in one place."

The new store capitalizes fully on the value of island displays in presenting merchandise in a manner to encourage self-service. All displays, except the comparatively few wall shelves, either are on casters for easy shifting or are designed for casters that can be added later.

"Our aim in designing the fixtures and arranging them on the floor was to get every item of merchandise out where people could see it. We keep as much as possible where it can be seen from the street as well as inside," Lawson explains.

Every displayed item is priced so conspicuously that any customer may see it and shop leisurely, if he prefers, without asking questions.

"One rule which we rigidly enforce," Lawson stresses, "is that there must be no unopened cases of merchandise anywhere on the floor. If it is worth stocking, it is worth displaying properly."

Casters attached to all fixtures make it simple to shift displays as seasonal demand dictates. For example, the special fixture for displaying garden tools remains along

(See MODERN SERVICES page 126)





## ***South's Most Complete Mart Offers 'Everything for the Handyman'***

\* The best merchandising methods and service tricks of modern department stores, grocery supermarkets, and building supply yards were incorporated in Wood's Do-It-Yourself Center in Birmingham, Alabama, to make it the most modern and efficient material mart in the South.

The result is that it is providing "everything for the handyman"—and its sales are climbing rapidly toward the \$500,000-a-year level for which it was planned by Presi-

dent Allen K. Wood, Executive Vice-President Ralph Bailey, and Store Manager Rodney Rector with the aid of a retail marketing spec-

ialist. He is Joseph Guillozot of Cleveland, who has had wide experience in department-store merchandising and now serves as a

Spacious aisles, appealing displays of complete stocks, promotional signs and murals make it easy to shop in the air-conditioned, well-lighted Wood's Do-It-Yourself Center in Birmingham. It has the state's most complete display and stock of hardware and tools, partly seen above and in shop photo below. Located in the store window, this woodwork shop is operated and demonstrated by an experienced craftsman-salesman. During idle sales periods he cuts out material for the store's weekly KD "specials," such as the adjustable bookshelf divider at lower left.



consultant for lumber-hardware retailers.

A year ago Wood and Bailey started visiting outstanding building supply stores throughout the nation, preparatory to planning their Birmingham supermart. Now officials of some of the plants they visited and others are making special trips from Washington, New York, Chicago, St. Louis, and other major cities to see Wood's Center.

On a lot 220 by 320 feet on 8th Avenue at 13th Street, seven blocks from Birmingham's business center, Wood's Do-It-Yourself Center consists of three building units — the 58x96-foot main store (shown on cover), the 70x97-foot sales shed in rear, and the 49x80-foot lawn and garden shop at right of store.

Paved parking space is available for 120 cars and trucks — with loading of big items directly from pick-up loading dock alongside sales shed behind main store. Rental trailers and cartop carriers are available for customers needing them.

The lines of materials and supplies (Continued on next page)



Young and old couples and individual handymen find everything they need to complete a home improvement project at Wood's Do-It-Yourself Center. In top photo, above, a retired machinist and his wife select a pattern for a living room table from the wide choice of project patterns by four publishers, which Wood's stock and sell.

Next, they select iron legs for the table from permanent wall display. In photo above, Store Manager Rodney Rector waits on them. All hardware items and other store merchandise are back-stocked for control of limited inventories. Note sacked nails on island display in foreground, where customers can serve themselves.

In top photo at left, this retired handyman selects needed short lengths of yellow pine from handy bins. Each piece is price-marked for ready selection and self-service. Executive Vice-President Ralph Bailey stands ready to advise.

In bottom photo, the enterprising couple go to cashier at front door to pay cash for their purchases. These included a new planer attachment for a shop tool. Customers said they bought something nearly every week from this materials supermarket.



plies stocked and their location and method of display in the store were determined by surveys made to find out what Birmingham area residents had been buying, what new items they desired from such a store, and the local wholesale sources of supply. The latter are important because the store is operated with 100-per-cent open-back-stocking without warehouse on the premises.

Display fixtures for the store were made in Wood Lumber Company's millwork shop. The basic island unit consists of two gondolas — 12 and 24 inches high, matched with five over-counter units. They were built and divided with glass separators on basis of engineered stock requirements.

Self-service is encouraged throughout the center by signs which read: "Serve yourself. All prices marked. Please pay cashier."

Balcony displays in the big sales shed behind the main store of Wood's Do-It-Yourself Center serve two purposes: they show material samples and how they look installed. Photo at upper left shows displays of asphalt, plywood, and yellow pine sheathing, and aluminum and asbestos siding. Area underneath this balcony holds 8- to 16-foot lengths of boards and dimension lumber, reached from outside loading dock for quick selection, as seen in photo at right. Five- to 7-foot-long boards are end-stacked and displayed below balcony in foreground. All pieces are price-marked by board foot. Customers pay for supplies selected from this shed to cashier through rear window seen in picture below. Happy over a Saturday's business with her are President Allen Wood and Store Manager Rector.

But the salesmen and women are trained to assist and advise patrons as desired.

From the centered front entrance, the left side of the main sales store is given over to a wall display of hand tools and hardware to near the rear corner, which is devoted to paints, wallpaper, and supplies. A model woodwork shop occupies the front window, backed up by displays of four brands of



power tools, and by island displays of related hardware items.

The right side of the building is filled with self-selector panels and built-in displays of kitchen cabinets, bath fixtures, plywood (See HANDYMAN'S MART page 126)

Inside the main Wood's sales store, materials and supplies are shown as they appear installed and finished, in display booths like that at left. Prices are quoted for materials alone or installed. Signs point up merits of building products. Janitors and sales personnel keep displays and floor clean and neat.



## Texans Gather at San Antonio Coliseum for Mammoth 70th Convention-Exposition

WITH DEALERS, suppliers, and their personnel from throughout the Lone Star state planning to attend, the 70th annual convention-exposition of the Lumbermen's Association of Texas at the Coliseum in San Antonio this month is expected to set new highs in attendance and dealer responsiveness to the business sessions and exhibits.

Total attendance at the convention last April in Fort Worth was 4,812.

A new exposition record has already been set for this convention on April 15, 16, 17, for nearly 200 exhibit spaces have been reserved by manufacturers and suppliers to show their latest merchandise and services. All exhibitors are listed in this special convention section of SOUTHERN BUILDING SUPPLIES, which is read by dealers throughout Texas and 17 other South-Southwestern states.

**Every building material** dealer and supplier in the Texas area is cordially invited to attend this convention by President W. H. Curry of Waco, by General Convention Chairman Jack Kuntz of San Antonio, and by the local area host committees.

The convention begins Sunday morning, April 15, with registration at the Coliseum, which is the site of San Antonio's annual live-

stock exposition, rodeo, and other big public attractions.

Grand opening of the building products exposition will be held at 9 a. m. Sunday, with President Curry officiating. The exhibit hall will be open from 9 a. m. to 6 p. m., Sunday, Monday, and Tuesday.

Executive Vice-President Gene Ebersole and LAT leaders have arranged a balanced convention program of business sessions and social activities to satisfy the interests and tastes of all.

**The first convention session** Monday morning will feature an address by Roy Wenzlick, St. Louis real estate analyst and building forecaster, on "The Outlook for the Construction Industry in Both New Building and Modernization and Repair." A panel discussion on the Lu-Re-Co system of house component construction will follow Monday afternoon. The closing business session Tuesday morning will bring together six dealers in a panel discussion of the "20 Most Profitable Policies in Lumber Retailing."

Social highlights of this 70th Texas dealer convention will include "A Night at LaVillita" — Old Mexico at its loveliest — Sunday; the President's banquet at the Plaza Hotel Monday, a Hoo-Hoo fraternity concatenation and stag

party Tuesday afternoon, and the climax dance at the Gunter Hotel Tuesday night.

These and other convention details are covered in the full program on the next page of this special section. Also included are articles on the services and personnel of the Lumbermen's Association of Texas.

A special dealer feature at the convention will be the Store Design Idea Center, located in the east concourse exhibit area of the Coliseum. It will display over 50 mural photos of leading building supply stores in Texas.

Shuttle buses will pick up and deliver convention delegates between downtown hotels and the Coliseum on a regular schedule during the entire convention. This free transportation service is provided again by the James Bute Company. Parking is free at the Coliseum for convention delegates.

**While in San Antonio,** there are many historical and contemporary sites to see, stores to shop, and clubs to hop. Details will await you at the convention registration desk and at your hotel.

This year's convention and exposition promises to be the most exciting and helpful one in the 70 years' service of the Lumbermen's Association of Texas!

# PROGRAM for the 70th Annual Convention of the Lumbermen's Association of Texas in San Antonio

## Sunday, April 15

8:00 A.M.—Registration (regular and advance) in Coliseum.

9:00 A.M.—Grand opening of Building Material Exposition in Coliseum.  
Luncheon served in Coliseum by Berns Catering Service.

4:00-5:30 P.M.—Open house with refreshments honoring exhibitors in concourse of Coliseum.

6:30 P.M.—Night at LaVillita—"Old Mexico at its loveliest."  
Everyone invited by Geo. C. Vaughan & Sons to dinner and floor show at 416 Villita Street.

## Monday, April 16

7:30-9:30 A.M.—Breakfast in Frontier Room at Coliseum. For all registered guests courtesy of Hanna Paint Co.

7:30 A.M.—Registration begins in Coliseum.

8:00 A.M.—Exhibits open for visitors in Coliseum.

9:00 A.M.—Stockholders' meeting of Lumbermen's Investment Corporation, followed by meeting of Board of Directors, in the Coliseum.

9:00 A.M.—Ladies' hospitality room opens in Parlor B of Plaza Hotel, 15th floor.

10:00 A.M.—First convention session. Coliseum meeting room.  
President W. H. Curry, presiding.  
Invocation by Lionel L. Campbell, Temple.  
Address of welcome by Jack Kuntz, general convention chairman.  
Report of president by W. H. Curry.  
Address by Don Moore, assistant director of *Operation Home Improvement*, New York City, on "Operation Home Improvement—'56 The Year to Fix."

Address by Roy Wenzlick, St. Louis real estate and building analyst, on "The Outlook for the Construction Industry in Both New Building and Modernization and Repair."

Report of Nominating Committee by Chairman Harry Richards, New Braunfels, and election of new Board of Directors.

Luncheon will be served at Coliseum by Berns Catering Service.

12:00 NOON—Ladies' luncheon and style show in Anacacho Room of St. Anthony Hotel.

12:30 P.M.—Luncheon meeting for Board of Directors, both old and new, in the Coliseum.

2:00 P.M.—Second convention session. Coliseum meeting room. Panel session on Lu-Re-Co system of house component construction.

LAT Vice-President P. J. Goodnight, presiding.  
Raymon H. Harrell, research director, Lumber Dealers Research Council, Washington, D. C.  
George Messner, National Plan Service, Chicago.  
Dealers: D. C. Brown, Mathis; LeRoy Roberts, Corpus Christi; H. L. Richards, New Braunfels.

6:30 P.M.—Cocktail party in Ballroom of Plaza Hotel. Courtesy Ed Steves & Sons and Steves Sash and Door Co.

8:00 P.M.—President's banquet in Roof Garden of Plaza Hotel. By ticket, \$6.00 each.  
Toastmaster, Gene Klein of Amarillo.  
Invocation, Warren F. Keys of Marshall.  
Speaker, Martin Hughes, nationally-known philosopher and humorist from Chicago.

10:00 P.M.—Dancing in Ballroom of Plaza Hotel to Tony Rozance's orchestra.

## Tuesday, April 17

7:30 to 9:30 A.M.—Breakfast in Frontier Room at Coliseum. For all registered guests courtesy of Hanna Paint Co.

8:00 A.M.—Registration continues in Coliseum until noon.

8:30 A.M.—Exhibits open for visitors in Coliseum.

9:00 A.M.—Third convention session. Coliseum meeting room.

Panel session on "20 Most Profitable Policies in Lumber Retailing." Moderated by Arthur A. Hood, editor of *American Lumberman*.

Panel members—Lester Palmer, Calcasieu Lumber Co., Austin. W. D. (Boots) Watson, Wm. Cameron & Co., Waco. Marion Pugh, Marion Pugh Lumber Co., College Station. Tom Herring, Herring-Price Lumber Co., Laredo. Horace Scott, Scott Lumber Co., Amarillo. R. A. Schaub, Northern Indiana Lumber & Coal Co., Whiting, Ind., and president of the National Retail Lumber Dealers Assn.

Address by Edward G. Conroy, Southwest Research Institute, on "Urban Redevelopment and Slum Clearance Plan."

1:59 P.M.—Hoo-Hoo concatenation in Hermann Sons Hall, 515 South St. Marys Street, one block from Plaza Hotel.

9:00 P.M.—Climax dance in Grand Ballroom of Gunter Hotel. Music by Larry Herman's Orchestra.



**ROY WENZLICK** is a noted St. Louis, Mo., realty analyst and business forecaster. His realty firm recently appraised all property in Washington, D. C. With his famous charts, Wenzlick will explain the outlook for new home construction and improvement business at the Monday convention session.



R. A. SCHAUB

LESTER PALMER

W. D. WATSON

THE SIX DEALERS seen here will participate in the panel discussion at the Texas convention Tuesday morning at 9 o'clock on "20 Most Profitable Policies in Lumber Retailing." It will be moderated by Arthur A. Hood, editor of *American Lumberman* and veteran educator in the field of materials merchandising. The dealer's firm connections are:

Top row: Schaub, Northern Indiana Lumber & Coal Co., Whiting, and NRLDA president. Palmer, Calcasieu Lumber Co., Austin. Watson, Wm. Cameron & Co., Waco.

Bottom row: Scott, Scott Lumber Co., Amarillo. Pugh, Marion Pugh Lumber Co., College Station. Herring, Herring-Price Lumber Co., Laredo.

HORACE SCOTT

MARION PUGH

TOM HERRING



**JOHN J. KUNTZ JR.**, general chairman of the Texas dealer convention this year, is known as "Jack" to all associates and friends. He is vice-president and general manager of the John J. Kuntz Lumber Co. in San Antonio and the third generation in the lumber business. His grandfather founded the Peter Kuntz chain of lumber yards in the Midwest with headquarters at Dayton, Ohio. Founded in 1911 and remodeled in 1931, the John J. Kuntz yard in San Antonio is still considered modern.



**MRS. M. C. ENGEL**, left, and **MRS. ALBERT STEVES III**, right, will serve as co-chairmen of the Ladies Activities Committee at the Texas dealer convention. Both are natives of San Antonio and each has a son and a daughter. Mr. Engel heads the M. C. Engel Building Materials firm and is president of the San Antonio lumber dealers association. Mr. Steves is vice-president of Ed Steves and Sons.

# These Exhibitors and Friends Will Greet You at the Texas Convention of Lumber Dealers

**Coliseum - San Antonio - April 15, 16, 17, 1956**

(This was the complete list as of March 20)

**A AND F COMPANY, INC.**, Alexandria, La. Personnel: J. S. Whiteman, D. B. Singleton.

**A AND S DISTRIBUTING COMPANY**, Dallas, Tex. Personnel: C. G. Miller, W. W. Allen, R. L. Dooley, Carl M. Henry, Paul Stallings.

**G. W. ADAMS MANUFACTURING COMPANY**, San Antonio, Tex.

**AJAX HARDWARE MANUFACTURING CORPORATION**, Dallas, Tex. Personnel: Toby Tobias, Oscar Seale, John Stovall, Reese Harris, Neal Seale.

**ALLIED BUILDING CREDITS, INC.**, Houston, Tex. Personnel: John C. Michell, Henry E. Lewis, Frank E. Anderson.

**ALLMETAL WEATHERSTRIP COMPANY**, Dallas, Tex. Personnel: Paul Collin, Arnold Cook, R. H. Beight, G. Brice Gaston.

**ALUMINUM PRODUCTS COMPANY**, Houston, Tex. Personnel: Donald L. White, Andrew Petrak, James J. McConn, Edward H. L. Clarac, R. E. Bartlett.

**AMERICAN CABINET HARDWARE CORPORATION**, Dallas, Tex. Personnel: Gene Hurless, Jack Brunnemeyer.

**AMERICAN DISTRICT TELEGRAPH**, New York, N. Y.

**AMERICAN SISALKRAFT CORPORATION**, Fort Worth, Tex. Personnel: Spencer Henderson, Byron K. Fitzgerald.

**ANDERSEN CORPORATION**, Bayport, Minn. Personnel: James Berg, Harold Meissner, Jerry Wiedeman.

**APACHE COMPANY**, Fort Worth, Tex. Personnel: W. S. DuBose, R. E. Fiesler, W. J. Harris, Walter Landis.

**ARMSTRONG CORK COMPANY**, Dallas, Tex. Personnel: J. L. Vaughan, J. M. Wilson, A. A. Dunlap Jr., W. H. Roath.

**ATLAS PLYWOOD CORPORATION**, Center, Tex. Personnel: Otto Nachlas, Earl Hunter, Phillip Yochem, Pete Poulos.

**BALDWIN-HILL COMPANY**, Temple, Tex. Personnel: George W. Elliott, J. F. Cross.

**BARRETT DIVISION**, Allied Chemical and Dye Corporation, Houston, Tex. Personnel: Norton Robinson, C. R. Newcomb, B. A. Bailey, W. E. Cowan.

**BELKNAP HARDWARE AND MANUFACTURING COMPANY**, Louisville, Ky. Personnel: W. R. Caskey, R. B. Bandurant, Q. R. Tyler, C. L. Crowell.

**BIRD AND SON, INC.**, Shreveport, La.

**BLACKWELL COMPANY, PAUL**, Dallas, Tex. Personnel: Paul Blackwell, Gib Ross.

**BRADLEY LUMBER COMPANY**, Warren, Ark. Personnel: Forrest and Elizabeth Girdner, Sykes and Mary Harris.

**BRUCE COMPANY, E. L.**, Houston, Tex. Personnel: S. R. McGill, C. G. Bullitt, W. J. Wood, Ed Conrad, Harvey Creech.

**BUILDING PRODUCTS MARKETING**, Texas A and M College, College Station, Tex.

**BUILDING TAILOR SERVICE**, Ponca City, Okla. Personnel: Mr. and Mrs. R. A. Parker.

**BUTE COMPANY, JAMES**, Houston, Tex. **CAMERON AND COMPANY RETAIL, WILLIAM**, Fredericksburg, Tex.

**CAMERON AND COMPANY WHOLESALE, WILLIAM**, Waco, Tex. Personnel: R. L. Brown, Charles Elder, Earl Green, E. H. Cobb, Earl Johnson, L. E. Vernon Jr., Ray Berry, E. W. Trotter, A. H. Schmidt, Herschell Williams, H. A. Waddington, G. H. Wilson, John Hawley, Kenneth Stephens, Fred Vinson, Fred Vitzthun.

**CAREY MANUFACTURING COMPANY, PHILIP**, Houston, Tex. Personnel: J. H. McDaniel, R. H. Wyatt, R. P. Osborne, V. O. Fahrenkemp, J. E. Borden, C. J. Bainum, L. S. Haney.

**CARTER PAINT COMPANY**, Liberty, Ind. Personnel: Frank Spillers, Roy Kratzer.

**CECO STEEL PRODUCTS CORPORATION**, Houston, Tex. Personnel: John Mitchell, Larry Talbot.

**CELOTEX CORPORATION**, Dallas, Tex. Personnel: E. C. Routenberg, Dudley Utter, Virgil Morehead, Walter Lancaster.

**CENTURY MANUFACTURING COMPANY**, Dallas, Tex. Personnel: A. P. McEvoy, Tym Seay.

**CERTAIN-TEED PRODUCTS CORPORATION**, Dallas, Tex. Personnel: H. D. Ohm, C. W. Hawes, E. D. Carpenter, John Wallace, John Ferguson, R. C. Leatherwood, A. R. Rodgers, C. F. Stuebing.

**CHEVROLET MOTOR DIVISION**, General Motors, Houston, Tex.

**CLARKE SANDING MACHINE COMPANY**, Houston, Tex. Personnel: F. N. Herrera.

**CLARK WIRE AND SUPPLY CORPORATION**, Houston, Tex.

**COMMANDER DOOR, INC.**, Houston, Tex.

**COOK PAINT AND VARNISH COMPANY**, Houston, Tex. Personnel: R. E. McMahan, Andy O'Dell, J. E. Smith, R. W. Boswell, W. P. McCanne.

**DALLAS METAL TRIMS, INC.**, Dallas, Tex.

**DAVIDSON SASH AND DOOR COMPANY**, Austin, Tex.

**DESO TO PAINT AND VARNISH COMPANY**, Garland, Tex. Personnel: R. L. Kleutgen, Ralph R. Staal, A. John Loberg.

**DEXTER LOCK COMPANY**, Tyler, Tex.

**DIERKS FORESTS, INC.**, Kansas City, Mo. Personnel: Gene Thompson, Marshall Bliss.

**DOUGLAS FIR PLYWOOD ASSOCIATION**, Tacoma, Wash. Personnel: Paul Kay, William T. Robison.

**DUPONT de NEMOURS AND COMPANY, INC.**, E. I., Dallas, Tex. Personnel: C. W. Dingle Jr., R. R. Atkinson, P. I. Griffith, J. S. Crow, W. R. Popplewell, R. C. Lefingwell, R. W. Gates.

**DURHAM COMPANY, DONALD**, Des Moines, Iowa.

**ECONOMY SALES, INC.**, San Antonio, Tex. Personnel: John McCallie, S. A. Nordstrom.

**FIRST BANCREDIT CORPORATION**, Dallas, Tex.

**FLEMING AND SONS, INC.**, Dallas, Tex. Personnel: C. H. Peirsol.

**FLETCHER-TERRY COMPANY**, Forestville, Conn.

**FLINTKOTE COMPANY**, Waco, Tex. Personnel: S. H. Ralph, H. H. Whittemore, G. G. Davenport, F. K. Creswell, W. R. Leimenstall, J. L. Thomas, T. W. Abernathy, W. S. Malhot, W. E. Oliver, J. V. Pickens.

**FROST FOREST PRODUCTS DIVISION**, Olin Mathieson Chemical Corp., Shreveport, La. Personnel: Paul R. Vickery, R. P. Wissing, S. J. Shell, John L. Avery, A. T. Richardson.

**FRY ROOFING COMPANY, LLOYD A.**, Houston, Tex. Personnel: Lloyd A. Fry Jr., J. J. Kennedy, R. E. Fitch, C. B. Dohm, I. G. Blair, B. L. Tanner, H. Lobsinger.

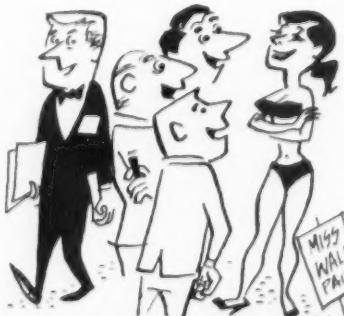
**GARLINGHOUSE COMPANY, INC.**, L. F., Topeka, Kan. Personnel: Perdue B. Graves, L. F. Garlinghouse, John Bush.

**GRAND RAPIDS HARDWARE COMPANY**, Garland, Tex. Personnel: Wade Gentry, Neil Hantula, F. W. Parkinson, William W. Potter.

**GRANITE CITY STEEL COMPANY**, Granite City, Ill. Personnel: John P. Stoll, G. R. Martin, Robert Schliebe, Warren H. Bell.

**HANNA PAINT MANUFACTURING COMPANY OF TEXAS**, Dallas, Tex. Personnel: Bob Hanna, Al Holland, Frank

(Continued on page 70)





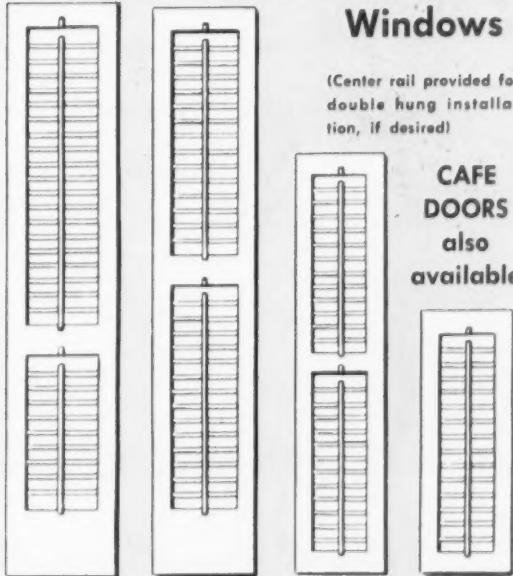
# Wing-Line Fit 'n' Finish MOVEABLE — INTERIOR SHUTTERS

QUALITY MADE PINE PANELS. READY TO  
INSTALL AND FINISH—for more profit!

4 Fit'n'Finish Panel Styles for  
all sizes of Doors, Screens and

Windows

(Center rail provided for  
double hung installation, if desired)



CAFE  
DOORS  
also  
available

All Widths 6" to 12 1/2", plus 16"—All Heights  
21" to 85". Measure opening and consult  
selector chart for panel specifications.

Interior Shutters are adding extra value, extra charm and appeal to homes and commercial buildings . . . and putting thousands of extra-profit dollars into pockets of material distributors. Only a small inventory is required to supply most demands from stock . . . AND PROMPT DELIVERY ON SPECIAL ORDERS. Easy installation instructions are provided. Hardware is available in complete kits.

**Jobbers — Dealers: These  
big profits can be yours!**

You'll be proud to offer Wing-Line FIT 'N' FINISH shutter panels, and Wing-Craft custom-made DECORATIVE INTERIOR shutters. Displays, pamphlets and other sales material available to dealers.

Write TODAY for illustrated  
price list, selector chart and  
other information about  
Wing-Line FIT 'N' FINISH  
shutters. No obligation.



The Sam A. Wing Co., Inc.,  
P. O. Box 4745 — Dallas 6, Texas

Please send me your FREE Panel Selector Chart, and Price list  
and discounts on FIT 'N' FINISH Shutter Panels.

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

By \_\_\_\_\_

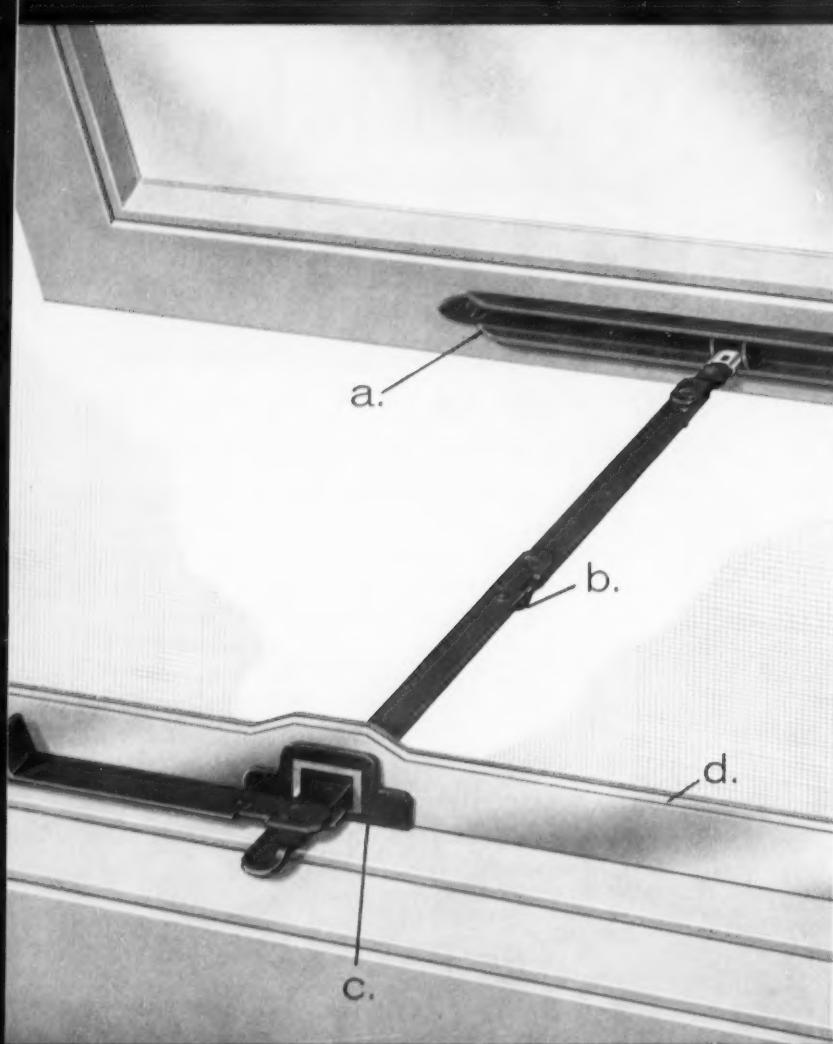
SBS-4

**The Sam A. Wing Company, Inc.**

5035 Willis Ave. • Established 1924 • Dallas 6, Texas  
P. O. Box 4745 Ph. TAYlor 5145

Visit our Exhibit — Lumberman's Convention — San Antonio — 177 East Concourse

# 2 new improvements versatile Andersen



## New Bar-Lock Operator\*

Here's a bar-type operator that combines tight sash closure, exceptional strength, and operating convenience at low cost. Secret of new operator is exclusive Deflection Bar attached to bottom rail of sash, providing a favorable bow that causes corners to close first. Operator arm is hinged permitting three open sash positions without extending into room.

a. deflection bar on sash bottom rail

b. spring steel operator arm

c. zinc die cast housing on frame

d. removable screen

## Andersen *Windowwalls* are quickly available

### ALABAMA

Birmingham Sash & Door Co.  
Birmingham

### FLORIDA

Hutting Sash & Door Co.  
Jacksonville

### GEORGIA

Hutting Sash & Door Co.  
Atlanta

### KANSAS

United Sash & Door Co.  
Wichita

### KENTUCKY

Combs Lumber Co.  
Lexington

Hutting Sash & Door Co.  
Louisville

### LOUISIANA

Davidson Sash & Door Co.  
Alexandria, Lafayette, Lake Charles  
New Orleans Sash & Door Co.  
New Orleans

United Sash & Door Co.  
Baton Rouge

MARYLAND  
Morgan Millwork Co.  
Baltimore

MISSISSIPPI  
Jackson Sash & Door Co.  
Jackson

MISSOURI  
American Sash & Door Co.  
Kansas City and St. Joseph

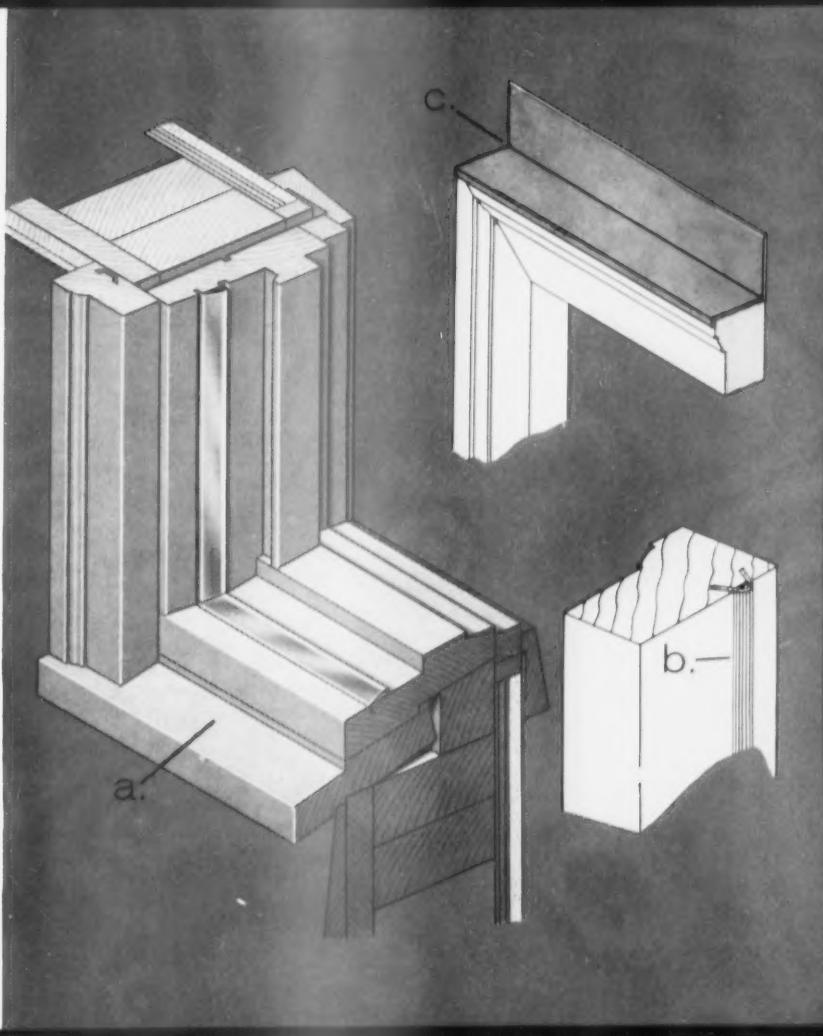
# boost sales appeal of Flexivent® windows

## New Seal- Trim\* (exterior)

Andersen Seal-Trim is a complete exterior trim package with casing, subsill, aluminum flashing and a vinyl sealing gasket. All parts are pre-cut and pre-fitted at the factory to fit most standard Flexivent group installations, and to provide an easy-to-install, highly weathertight joining with any type of wall. Wood parts are treated with toxic, water repellent preservative.

- a. specially milled and horned subsill
- b. vinyl sealing gasket in casing
- C. aluminum flashing at head

\* Patent Pending



## from complete stocks of these distributors:

Hutting Sash & Door Co.  
St. Louis

Toombs & Co.  
Springfield

NORTH CAROLINA  
Hutting Sash & Door Co.  
Charlotte

OKLAHOMA

General Sash & Door Co.  
Tulsa

TENNESSEE

Hutting Sash & Door Co.  
Knoxville and Nashville

Memphis Sash & Door Co.  
Memphis

TEXAS

Davidson Sash & Door Co.  
Austin

Houston Sash & Door Co.  
Houston

Hutting Sash & Door Co.

Dallas

Lubbock Sash & Door Co.

Lubbock

VIRGINIA

Hutting Sash & Door Co.

Roanoke

Morgan Millwork Co.

Arlington

WEST VIRGINIA

Iron City Sash & Door Co.

Huntington

## TEXAS EXHIBITORS

(Continued from page 66)

Whalen, Wayne Gordon, George Cloonan, Harvey Varner.

HEITMANN COMPANY, F. W., Houston, Tex. Personnel: A. K. Breast, Ken O'Connor, Don Armstrong.

HOUGH SHADE CORPORATION, Jamestown, Wis. Personnel: Jim Funke.

HUEY AND PHILP COMPANY, Dallas, Tex. Personnel: William H. Philp, L. N. Coleman, W. W. Philleaux, H. L. Burns.

HUFFAKER'S, INC., W. E., San Antonio, Tex. Personnel: Leon C. Arnn, E. A. Bemus, C. B. Hopson, Bob Melton, Paul B. Rich, Jim Winters, Sam Neely, R. B. Arnn.

INDEPENDENT NAIL AND PACKING COMPANY, Bridgewater, Mass. Personnel: Arthur S. Tisch, Donald Church, Jack Church.

INDIANA LUMBERMEN'S MUTUAL INSURANCE COMPANY, Indianapolis, Ind. Personnel: L. E. Daugherty, F. R. Stafford, R. W. Ellis, E. V. Rosenbaum, Norman W. Haas.

INDUSTRIAL PUBLICATIONS, Chicago, Ill.

INFRA INSULATION, INC., New York, N. Y.

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis, Minn. Personnel: K. G. MacIntosh, W. J. LaRue, H. B. Robertson, S. T. Peterzen, J. H. Rheinfrank.

INTERNATIONAL FLAMEPROOFING CORPORATION, San Antonio, Tex. Personnel: G. J. Condos, R. G. Maverick, Mrs. S. Moore, E. E. Jackson, Mike Kejho, Glenn Sash.

JOHNS-MANVILLE SALES CORPORATION, New Orleans, La. Personnel: A. J. Nunex, J. B. Nelson, Paul D. Hoover, G. R. Pierce, J. A. Courtemanche, E. B. Priestly, Henry Wetzel, G. J. Marsh, A. C. Seavey.

JONES-BLAIR PAINT COMPANY, INC., Dallas, Tex.

KAISER ALUMINUM AND CHEMICAL SALES, INC., Houston, Tex. Personnel: Neal Parker, Earl Crow.

KEASBEY AND MATTISON COMPANY, Ambler, Pa. Personnel: C. Clubb, Carl Rose, Roy Brome, K. M. Eden.

KIRBY LUMBER CORPORATION, Houston, Tex. Personnel: H. L. McNeill, W. S. Frick.

KOCHTON PLYWOOD AND VENEER COMPANY, INC., Fort Worth, Tex.

KOPPERS COMPANY, INC., Pittsburgh, Pa.

LEHON COMPANY, Bellwood, Ill.

LIPTON STAPLE COMPANY, Dallas, Tex.

LOCAL TRADEMARKS, INC., New York, N. Y.

LONG-BELL LUMBER COMPANY, Kansas City, Mo. Personnel: V. H. Baker, R. J. Butler, R. L. Cooper, L. L. Gibson, C. A. Kupka, C. C. Phillips, R. S. Sailor, A. W. Sharp, G. L. Willson.

LOUV-RAK, INC., Fort Worth, Tex. Personnel: Wade Webb.

LOWE BROTHERS COMPANY, Dallas,

Tex. Personnel: E. A. Daniels, W. C. Rhodes, M. L. Fontenot, L. G. Jones, Ralph Grogan, J. G. Dougherty, R. A. Hobbs, Dick Crume.

LUMBER CREDIT PROTECTIVE BUREAU, Austin, Tex.

LUMBERMEN'S ASSOCIATION OF TEXAS, Insurance Fund, Austin, Tex.

LUMBERMEN'S INVESTMENT CORPORATION, Austin, Tex.

MACHINERY SALES AND SUPPLY COMPANY, Dallas, Tex. Personnel: Jerry A. Rowan, Don E. Gill.

MACKLANBURG-DUNCAN COMPANY, Oklahoma City, Okla.

MARSH WALL PRODUCTS, INC., Fort Worth, Tex. Personnel: E. A. McDonnell, R. V. Carroll, Harry L. Powell.

MARTIN-SENOUR COMPANY, Dallas, Tex.

MASONITE CORPORATION, Dallas, Tex. Personnel: Thomas J. Evans, Louie E. Johnson, Art R. Reid, Kim Holloway.

McKINLEY IRON WORKS, Fort Worth, Tex. Personnel: DeWitt McKinley, Evelyn Scott.

MERFISH PLUMBING SUPPLY COMPANY, N., Houston, Tex.

MINNESOTA MINING AND MANUFACTURING CO., Little Rock, Ark. Personnel: W. J. McCollom, C. M. Massey.

MINNESOTA PAINTS, INCORPORATED, Dallas, Tex. Personnel: L. J. Houser, P. M. Hutchison, Joe B. Merritt, Arthur W. Greaves, J. O. Dennis.

MONCRIEF-LENOIR MANUFACTURING CO., Houston, Tex.

MOORE AND COMPANY, BENJAMIN, St. Louis, Mo. Personnel: R. V. Wagoner, F. S. Hicks, W. H. Hohlt Jr.

MORRISON SUPPLY CO., Fort Worth, Tex. Personnel: Rex Harlan, Joe Ascue, Jack Parks.

NATIONAL CASH REGISTER CO., San Antonio, Tex.

NATIONAL CHEMICAL AND MANUFACTURING CO., San Antonio, Tex.

NATIONAL GYPSUM CO., Houston, Tex.

NATIONAL LOCK CO., Rockford, Ill. Personnel: Lowell Johnson, Warren Lemaster.

NATIONAL PLAN SERVICE, INC., Chicago, Ill., Personnel: Bill Cunningham, "Marsh" Ringler.

NATIONAL STEEL PRODUCTS CO., Houston, Tex. Personnel: Clyde M. Williams, Al Massa, J. R. Phillips, R. A. Cooper, R. H. Battle, Vernon Horton.

OSAGE PRODUCTS CO., Eldon, Mo.

PATTERSON-SARGENT COMPANY, Fort Worth, Tex.

PEDEN IRON AND STEEL COMPANY, Houston, Tex. Personnel: Leo H. Haas, Lloyd H. Cox, Louis W. Manning, Homer C. Keeter, J. R. Moreland.

PENN-AKRON HARDWARE CORPORATION, Woodside, N. Y. Personnel: Paul Bowen, Robert Lynn.

PERMA PRODUCTS COMPANY, Fort Worth, Tex. Personnel: R. T. Dixson, E. T. Allen, O. E. Matthies.

PITTSBURGH PLATE GLASS COMPANY, San Antonio, Tex.

POSEY STEEL PRODUCTS COMPANY, San Antonio, Tex. Personnel: Julius Posey, Milburn Beitel, Karl Scholze, Bob Doyle, Mildred Posey, Pauline Massengale.

QUAKER STATE METALS COMPANY, Dallas, Tex. Personnel: S. Van Der Miller.

RED CEDAR SHINGLE BUREAU, Seattle, Wash. Personnel: Virgil G. Peterson, William V. Christian, R. Doug Ross.

REYNOLDS METALS CO., Louisville, Ky.

ROSCOE, SNYDER AND PACIFIC RAILWAY COMPANY, Abilene, Tex. Personnel: William L. Bailey, Elroy Miller, Gene Brubaker, Grant Calhoun.

ROUNDS AND PALMER COMPANY, Dallas, Tex. Personnel: W. O. Palmer, J. R. Palmer, Ralord Cade, Carol Waldt, Ray Coleman.

RUBEROID COMPANY, Dallas, Tex. Personnel: C. B. Lundin, J. C. Murphy, J. G. Hall, Jack Crowley, Marlin Cox, O. M. Crofford, Sterling Stamps, Edward J. Gillis, Carl W. Dohm, Alfred H. Ebert Jr., J. K. Moore, B. J. Fullhart, C. C. Norris, John Godley, Charles Hagest, S. M. Smith.

SCHROEDER LUMBER COMPANY, ALEXANDER, Houston, Tex. Personnel: Ed S. Schroeder, Louis Ripley, Dick Britt, Lee Schrock, Melvin Miller, George Burns, Dave Wilson, Marshall Millsap, Joe David, Tom Ratcliffe.

SEIDLITZ PAINT AND VARNISH COMPANY, Houston, Tex. Personnel: G. R. (Dick) Seidlitz, J. C. Huntoon, F. E. Newman, C. N. (Pete) Seidlitz Jr., Lonnie Richardson, J. F. Parenteau, Stan Hartley, A. L. Wortham.

SEWALL PAINT AND VARNISH COMPANY, Dallas, Tex.

SHERWIN-WILLIAMS CO., Dallas, Tex. SILCREST COMPANY, Wausau, Wis. Personnel: L. T. Riordan, Charles E. Weirauch, Lloyd Wheeler, Spencer Richter.

SOUTHERN METAL PRODUCTS CORPORATION, Memphis, Tenn. Personnel: R. J. (Bob) Graubman, Richard P. Rodenbaugh.

SOUTHERN PINE ASSOCIATION, New Orleans, La. Personnel: C. R. Frazier.

SOUTHERN PINE LUMBER COMPANY, Diboll, Tex. Personnel: Latane Temple, Bob Burns, Jack Hollingsworth, Jules Nogle, Herbert Adey.

(Continued on page 75)





Jack Kay (right) discusses with Jack S. Wagner, roofing applicator, details of new roof covered with Certain-teed Thick Butt Asphalt Shingles at his Connecticut Avenue Estates project, Wheaton, Md.

**"WE'VE USED CERTAIN-TEED SHINGLES  
EXCLUSIVELY FOR 30 YEARS—  
AND PLAN ON THEM FOR ALL OUR FUTURE PROJECTS"**

—Says Jack Kay,  
Kay Construction Co., Wheaton, Md.



"Certain-teed Products have established a reputation for superior quality with us that goes back 30 years—through two generations of builders," Mr. Kay continues.

"During the past eight years we have built over 1200 houses. All were roofed by J. S. Wagner with Certain-teed asphalt shingles . . . as will be the case in all our future projects. Certain-teed's mineral granules don't wear off through abrasion the way those on inferior shingles do. And we are definitely

impressed with the wide assortment of colors, particularly the soft pastel shades. In Certain-teed Thick Butts we're getting a top-quality shingle at a realistic price."

That's the kind of shingle that can help "up" your roofing sales. You'll want more information about Certain-teed Thick Butt Asphalt Shingles. Write the District Sales Office nearest you or direct to Certain-teed Products Corporation, today, for complete details on weights, colors and prices.

***Certain-teed***

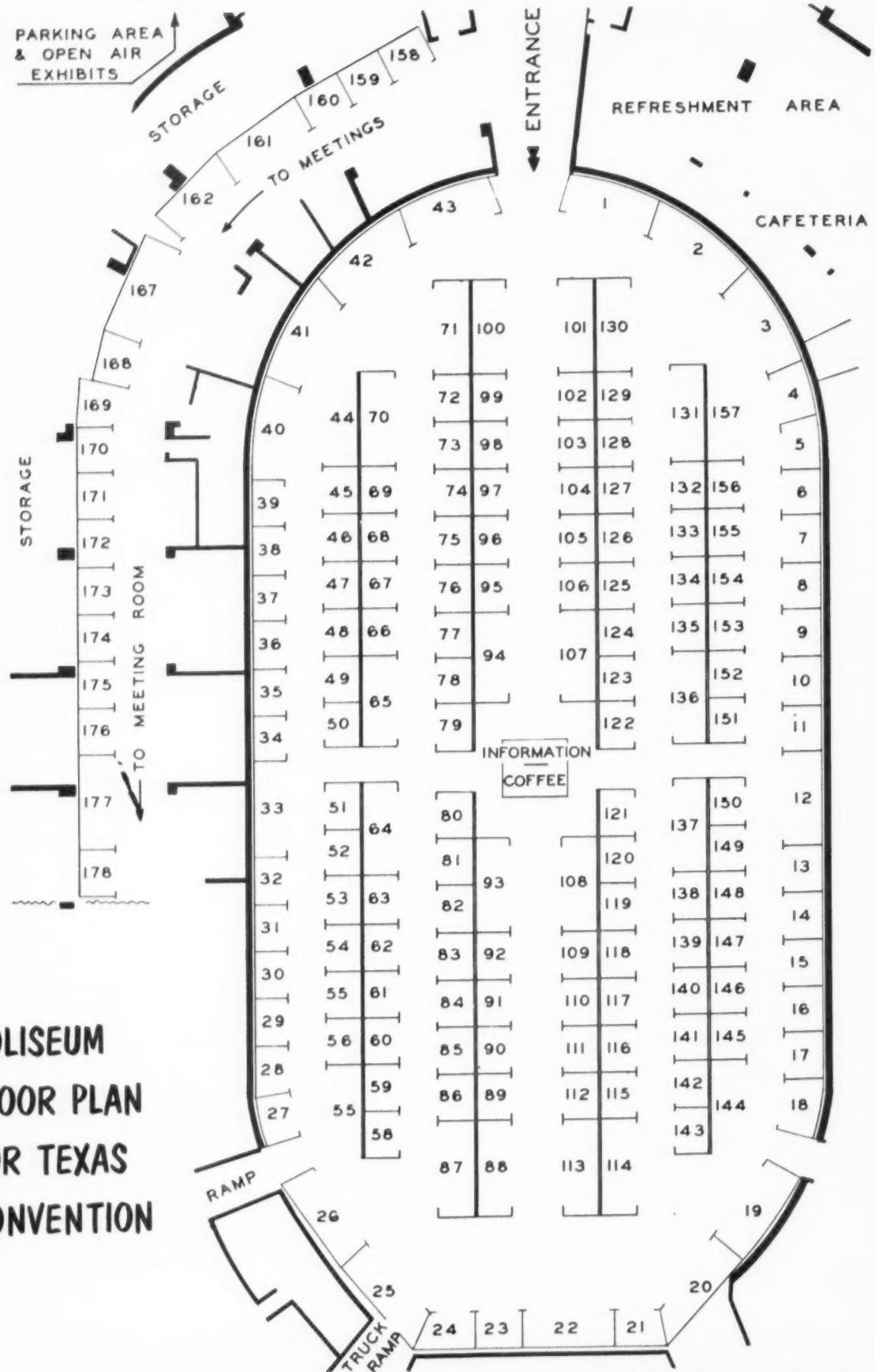
REG. U.S. PAT. OFF.

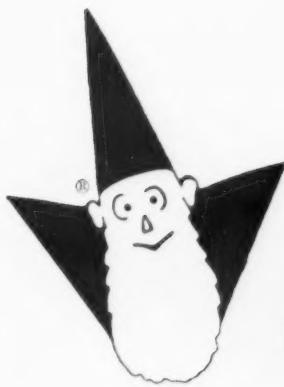
Quality made Certain . . . Satisfaction Guaranteed



**CERTAIN-TEED PRODUCTS CORPORATION**

ARDMORE, PENNSYLVANIA  
EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.  
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES  
GYPUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS • FIBERGLAS BUILDING INSULATION  
ROOF INSULATION • SIDING CUSHION





May we send  
live prospects  
to your store?



Millions read about WELDWOOD® GLUES, FIRZITE® and SATINLAC® in Saturday Evening Post . . . Better Homes and Gardens . . . and 20 other top magazines! Inquiries pour in daily, asking us "Who is my nearest dealer for Weldwood Glues (or Firzite or Satinlac)?" Here's how you can benefit:

Among the thousands of inquiries we receive are many from your own neighborhood. We actually send all such prospects to your store if you're registered with us as a carrying dealer. This service is FREE! To get it just file your name with us as a Weldwood dealer. Simply tell us on a post card which Weldwood items (described below) you carry, and mail to Department SBS-46.

If you're not stocking these fast-selling Weldwood Wizards...order now!



New!  
Weldwood Presto-Set® Glue!  
... First white glue worthy  
of the Weldwood name.  
Ready-to-use . . . sets fast  
. . . bonds like magic.

\*Trade Mark



New!  
Weldwood Contact Cement!  
. . . Bonds without nails,  
clamps or presses, instantly  
on contact! For applying  
plywood paneling without  
nails. For applying laminates  
like Micarta.



Weldwood Plastic Resin Glue.  
America's fastest selling  
wood glue. Highly water-  
resistant. Makes joints  
stronger than wood.



Firzite . . . White, for woodsy  
blond or pickled finishes.  
Excellent as an under-  
coater. Clear—to tame wild  
grain on fir plywood. Helps  
prevent face checking.



Satinlac . . . Brings out and  
preserves the natural  
beauty of any wood. Ready  
for second coat in 3 or 4  
hours.

UNITED STATES PLYWOOD CORPORATION • 55 WEST 44th ST., NEW YORK 36, N.Y.



**THE Stronghold® Line**

BETTER FASTENINGS FOR EVERY PURPOSE



THESE ARE THE NAILS THAT ARE

**Proved to hold tighter—longer!**

SEE US AT THE

**TEXAS LUMBERMEN'S  
CONVENTION AND EXHIBIT**

★  
SAN ANTONIO, TEXAS, APRIL 15 to 17  
**BOOTH 57**

Even proof of superiority.

Ask your dealer or distributor for **STRONGHOLD** and **SCREW-TITE** Nails—or write us for catalog, samples and technical data.

	<b>Stronghold® NAILS</b> <i>For Every Phase of Construction</i>
STRONGHOLD Annular Thread Nails add strength, hold permanently tight, save maintenance. Wood fibers "lock" with the scientifically engineered threads. Nails can't loosen—ever! Regular or hardened steel; aluminum or other non-ferrous metals. Any length to 9"; any diameter to .375—any finish, for any purpose.	

	<b>SCREW-TITE® MASONRY NAILS</b> <i>For Fastening to Cinder and Concrete Blocks, Brick, Mortar and similar materials</i>
Made of high-carbon steel, heat treated and tempered—won't bend or break in hardest materials. The scientifically designed threads aid driving—add to holding power.	

	<b>SCREW-TITE® FLOORING NAILS</b> <i>For "Squeak-Proof" Floors and Stairs</i>
Floors laid with SCREW-TITE Flooring Nails are tighter, smoother, longer lasting—never squeak, buckle or become springy. SCREW-TITE Flooring Nails are made of high-carbon steel, heat-treated and tempered—won't bend or break. Also in regular steel for softwoods. All sizes.	

	<b>STRONGHOLD NAILS FOR DRY WALL CONSTRUCTION</b>
Give permanently trouble-free fastening for gypsum lath and Dry Wall construction. Never "pop" to cause plaster cracking or unsightly "bumps" under paper or paint; won't work out or loosen—ever! Treated to resist rust. Available in any size—any metal or finish.	

	<b>STRONGHOLD UNDERLAY FLOOR NAILS</b>
A "must" for laying smooth, tight underfloors for linoleum, asphalt or rubber tile or carpet. STRONGHOLD Nails can't work up to cause "bumps" or make holes in floor covering. Floors never get squeaky or springy. Specified by leading manufacturers of floor covering materials—used by floor covering applicators from coast to coast.	

	<b>STRONGHOLD NAILS</b> <i>For Asbestos Siding Shingles, Cedar Shingles and Shakes and Insulated Brick Siding</i>
Never "pop" or loosen; hold permanently tight. In bronze, stainless steel, aluminum and other metals. Available in matching colors in baked-on lacquers that won't chip or come off.	

	<b>DRIVE-RITE® Aluminum Nails</b>
Here at last are Aluminum Nails you can drive! in all styles, for all applications where Aluminum nails are advantageous. Available in annular thread, spiral thread, or smooth—in count packages under our exclusive trade name, "DRIVE-RITE." Ask for them by name. Write for special "Drive-Rite" brochure.	

**made stiffer to DRIVE WITHOUT BENDING**



There is only one **STRONGHOLD** Line—the original. Made only by

**INDEPENDENT NAIL and PACKING CO.**

BRIDGEWATER, MASSACHUSETTS, U.S.A.

**DEALERS: Write for this sales-making  
SAMPLE DISPLAY—FREE**

Shows 50 actual samples of Stronghold Line better fastenings, mounted on sturdy, handsome two-color display board to stand on counter or hang on wall. Free to dealers on request. Just write us on your business letterhead.



Copyright 1955, Independent Nail and Packing Company. "STRONGHOLD", "THE STRONGHOLD LINE", "SCREW-TITE", "DRIVE-RITE" TRADE MARKS REG. U. S. PAT. OFF.

## TEXAS EXHIBITORS

(Continued from page 70)

**SOUTHWEST SHAKE-A-PLY COMPANY**, San Antonio, Tex. Personnel: J. J. Chandler, Dan J. Keuper, John C. Champion.

**SPRINGTITE SCREEN MANUFACTURING COMPANY**, Atlanta, Ga. Personnel: J. H. McElroy.

**STEBBINS AND ROBERTS**, Fort Worth, Tex. Personnel: J. Sterling Adamson, W. A. Gill, G. E. Burris, Jr., Ben Franklin.

**STEEL DOOR CORPORATION**, Birmingham, Mich. Personnel: Jim Hunt, Audie J. Moore.

**STEVES SASH AND DOOR COMPANY**, San Antonio, Tex. Personnel: Marshall T. Steves, James P. Taylor, Leonard L. Yeckel, Edward Steves, Alton Barrett, James Bradford, R. A. Josserand, Buddy Kusey, Paul Lehman, Percy Waring, Norman Scholl, Earl Tietze, F. E. Waters, Arthur Williams.

**STEWART COMPANY**, Dallas, Tex. Personnel: Paul E. Peters, Ken Mercer, Bob Bloxham, Al H. Pridgeon.

**TENNESSEE COAL AND IRON DIVISION**, U. S. Steel Corporation, Houston, Tex.

**TEX - A - PANEL MANUFACTURING COMPANY**, Dallas, Tex. Personnel: R. F. von Allmen, Jack B. Farmer, Cecil M. Brooks.

**TEXAS DRY CONCRETE COMPANY**, Fort Worth, Tex. Personnel: John C. Stewart, Joe Gargotta.

**TEXAS PAINT AND VARNISH COMPANY**, Dallas, Tex. Personnel: O. D. Lightner, C. H. Dragert, R. Mayo Hankins, C. M. Fitzgerald, C. J. Waters.

**TEXAS VERMICULITE COMPANY**, Dallas, Tex. Personnel: Joe Hobson, G. R. Stark.

**TEXLINE PAINT MANUFACTURING CO.**, Dallas, Tex.

**TREMONT LUMBER COMPANY**, Joyce, La.

**UNITED STATES GYPSUM COMPANY**, Dallas, Tex. Personnel: Chicago customer service representatives and Texas sales representatives.

**UNITED STATES PLYWOOD CORPORATION**, San Antonio, Tex.

**WALLACE MANUFACTURING COMPANY**, North Kansas City, Mo. Personnel: C. J. Black, R. G. Wallace Jr.

**WASHINGTON STEEL PRODUCTS, INCORPORATED**, Houston, Tex.

**WATTS HARDWARE AND SUPPLY COMPANY**, San Antonio, Tex.

**WEST COAST LUMBERMEN'S ASSOCIATION**, Portland, Ore. Personnel: C. A. Luce, Frank Salyers.

**WESTERN PINE ASSOCIATION**, Portland, Ore. Personnel: David Lucas.

**WEYERHAEUSER SALES COMPANY**, Dallas, Tex. Personnel: R. C. Blakeslee, R. F. Brown, H. D. Crowther, L. D. Jones, E. R. Kirsch, A. J. Daley, G. V. Frederickson, A. D. Chapman, A. W.

Clapp, R. H. Lucas, C. E. Hermsted.

**WILSON LUMBER COMPANY**, San Antonio, Tex. Personnel: Jack C. Convers, Ellis Wilson Jr., John C. Champion, Fred W. Jersig, Robert E. Jones, Dan J. Keuper, Frank L. Leonard, Charles E. Lutz, J. E. McCracken, Garnett A. Polan, Harrell D. Rogers.

**WING COMPANY, INC.**, SAM A., Dallas, Tex. Personnel: Walter E. Parker, J. B. Robinson.

**WINTON LUMBER SALES COMPANY**, Dallas, Tex.

**WOOD CONVERSION COMPANY**, San Antonio, Tex. Personnel: T. A. Curran, A. F. Crone, K. C. Lindley, J. D. Fischer, Dale Bush.

**YALE PRINTING COMPANY**, San Antonio, Tex. Personnel: Gilbert Halm.

**ZEGERS, INCORPORATED**, Chicago, Ill. Personnel: L. L. Pohl, C. E. Duke, W. H. Zegers.

## Convention Hosts Ready to Serve You

San Antonio area dealers and their wives are sponsoring and manning the 70th annual convention of the Lumbermen's Assn. of Texas. The general convention chairman is Jack Kuntz.

The chairmen and members of the six major convention committees include:

**Entertainment**: Chairman, C. B. Minshall; W. A. Abbott, Jack Converse, J. P. Hart, Thomas H. Moffett, H. A. Scholl, J. Harris Raybourn, Albert Steves III, Marshall Steves, and W. E. Thomas.

**President's Banquet**: Chairman, Harry L. Richards; Milton Batof, Mike Cassidy, Horace Cox Sr., J. C. Kelley, Harvey Kerr, Albert Scharmann, Alex R. Thomas Sr., Harvey A. Weddington, and Ellis Wilson Sr.

**Reception**: Chairman, M. C. Engel; Roy Campbell Jr., Horace Cox Jr., Forrest A. Dinn, Sterling Freeborn, J. M. Harbin, Smith Kirby, Harold Matthies, S. G. McCreless, Julius Posey, Frank G. Prassel, Frank Roberts, A. A. Sheppard, Frank C. Sims, Tom C. Spencer, Sam Bell Steves, W. T. Thrift Sr., Curtis C. Vaughan Jr., Buddie Vinson, Ganahl Walker Jr., Charles A. Westbrook, and J. P. Wilhelm.

**Exhibits and Facilities**: Chairman, Stanley Green; Elton Boehme, Malcolm Cobb, Albert J. Eisenhauer, C. C. Hedrick, E. L. Kirby, Ralph Klein, Joseph Marotta, Jack Radford, and Ellis Wilson Jr.

**Transportation**: Chairman, Cosmo Guido; Joe Anderson, A. L. Cowan, Ray Ellison, Ben B. Morris, Albert J. Schoenemann, Douglas D. Van Buren, Edgar Von Scheel, Ray Woldhagen, and Dick Young.

**Ladies Activities**: Co-chairmen, Mrs. M. C. Engel and Mrs. Albert Steves III; and Mesdames Lynn A. Allen, Roy Campbell Jr., Mike Cassidy, Jack Converse, Forrest Dinn, Stanley Green, J. P. Hart, Harvey Kerr, Ralph Klein, Smith Kirby, C. B. Minshall, H. T. Orts, Jack Radford, Frank Roberts, H. A. Scholl, A. A. Sheppard, Frank Sims, Tom Spencer, and Ellis Wilson Jr.



**W. H. CURRY**, who heads the W. F. & J. F. Barnes Lumber Co. in Waco, will preside at the opening convention session in San Antonio Monday morning. He also will make the annual president's report at that session.



**MARTIN HUGHES**, nationally known philosopher and humorist of Chicago, will speak at the President's banquet Tuesday evening in the Plaza Hotel for the Texas dealers. His flare for story-telling has won for him guest appearances on radio, TV networks.

## Dealers Provided Many Services by Lumbermen's Assn. of Texas

"IT'S HARD TO REALIZE how low the cost of association membership is until you divide that cost by the number of services offered!"

That statement by an active association member is especially true of the Lumbermen's Assn. of Texas.

Every week dealer-members are reminded of the LAT staff's keen knowledge of the industry and business in the bulletins. These weekly bulletins contain information on advertising ideas, new products, taxes, legislation, and fellow dealers.

Few dealers individually could afford the insurance coverage offered through the association's group insurance program. It provides for hospitalization and has paid out \$404,000 in claims so far.

The Texas association has both a state affairs committee and a national affairs committee, which scrutinize legislation, cooperate with the National Retail Lumber Dealers Assn. legal staff, and help dealers with laws on the local level. The state committee is composed of more than 260 members. Of the 1,000 members on the national association's committee, 48 are from Texas. Reports from these committees find their way into LAT bulletins.

To help dealers keep posted on the latest ways of doing business, LAT has cooperated with Southern Methodist University to sponsor 30-day retail training courses. Through LAT cooperation, Texas A and M now offers a four-year course in building material and light construc-

tion. Management workshops have aided top dealer personnel to cope with problems in all phases of operating a building material firm.

Another popular service is the Lumbermen's Collection Bureau, which has collected over \$154,000. Currently some 70 per cent of LAT members are using the service.

The association offers a buyer's guide service and in cooperation with the National Plan Service, Inc., offers home plans for dealer use.

The Lumbermen's Assn. of Texas pioneered in providing mortgage money for smaller towns of Texas by organizing the Lumbermen's Investment Corp.

Dealers are now using the fifth edition of the "Digest of Texas Lien Laws," prepared especially for the association by George H. Zimmerman.

A highlight of association membership is the annual convention, one of the biggest such affairs in the nation. Texas dealers also have gone in large numbers to the annual NRLDA convention and exposition.

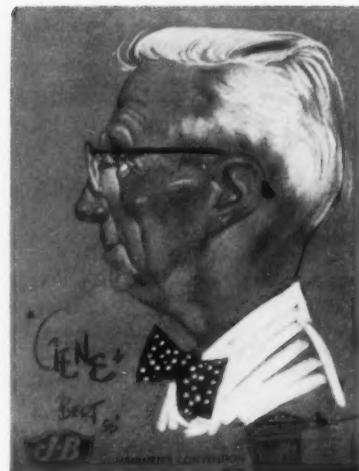
One of the most important features of association membership is expert advice on nearly any problem connected with operation of a lumber business. A long-distance call to Executive Vice-President Gene Ebersole brings immediate or early response to questions on legal problems, buying hard-to-get items, need of a new employee, advice on building codes.

The association offers an auditing service on freight bills.

Another service — less tangible, but important — is the opportunity for many dealers to gain more self-assurance and poise through holding offices and serving on committees in the association.



MISS TILLIE SMITH is in charge of registrations at the Texas dealer convention. She books the exhibits and serves as secretary to Executive Vice-President Gene Ebersole at LAT offices in Austin throughout the year.



GENE EBERSOLE looked this way to the artist who painted caricatures of visitors in a paint distributor's booth at the Texas dealer convention in Fort Worth last year. Ebersole is executive vice-president of the Lumbermen's Assn. of Texas.

four years. Later he spent 15 years with station KRGV in Weslaco, Tex., in production sales, merchandising, publicity, and public relations work, ultimately becoming assistant station manager.

Later he spent five years with station KRIS in Corpus Christi. It was here that he was offered the executive position for the newly-formed Coastal Bend association.

Both the lumber industry and association work agree with Dick, and he is enthusiastic over the opportunity to serve the whole State of Texas. He replaced Vincent Ogletree, who is now vice-president of the Louisiana Building Material Dealers Assn.



### Dick Watkins Now Texas Assn. Secretary

The new secretary of the Lumbermen's Assn. of Texas — Dick Watkins — led a colorful life in public relations and radio work before taking a position with the Coastal Bend Retail Lumber Dealers Assn. in 1953 as executive secretary.

A native of Hastings, Mich., and journalism graduate of the University of Michigan, Watkins first came to Texas on a visit. While in the big state for pleasure, he was offered a job announcing and playing the piano on a radio station and stayed



## Put this Kaiser Aluminum Roofing promotion to work for you!

TODAY, farmers all over the country are "raising the roof" with Kaiser Aluminum Roofing—resulting in hefty profits for dealers.

One big reason, of course, is the fact that Kaiser Aluminum Farm Roofing is *better* roofing—light, strong, easy-to-handle, rot-proof and forever rust-free, never needing paint. That's why it's *easy to sell!*

And to make it even easier, we're backing up dealers with one of the hardest-hitting advertising and promotion programs ever put behind a building product. Take a look—and tie in!

# Kaiser Aluminum

the quality roofing for better farm buildings

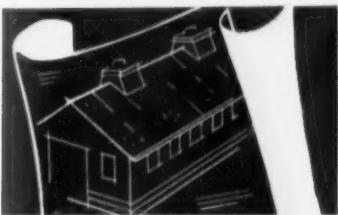
APRIL, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



**1. Your own direct mail program—PERSONALIZED!** Series of mailers show you and your store on the cover! Each will go to your selected customers, will include a timely newsletter of special interest to farmers. We pay postage, handle all printing and mailing.



**2. National and local advertising!** Appearing in big consumer and farm magazines like *Farm Journal*, *The Progressive Farmer*, *Successful Farming*. Plus—ads in local newspapers, local radio commercials.



**3. Farm Building Plans!** Eleven plans show your customers how easy it is to build with Kaiser Aluminum Roofing. Most feature low-cost, pole type construction. Each consists of a complete set of working plans.



**4. FREE Display Rack**—Display your farm building plans in this sturdy, wire frame rack. 19" square x 6 1/2" deep, fits on counter or wall. Stiff divider cards keep your plans in order—permit faster customer selection. Also free—one complete set of plans, retail value \$7.50!



To get more information on how you can make Kaiser Aluminum Roofing the most profitable building material you ever handled—**MAIL THIS COUPON TODAY!**

KAISER ALUMINUM & CHEMICAL SALES, INC.  
CONSUMER SERVICE DIVISION, ROOM 6482  
1924 BROADWAY, OAKLAND 12, CALIFORNIA

Please send information on Kaiser Aluminum Roofing and Siding, and include details on the advertising program.

NAME \_\_\_\_\_

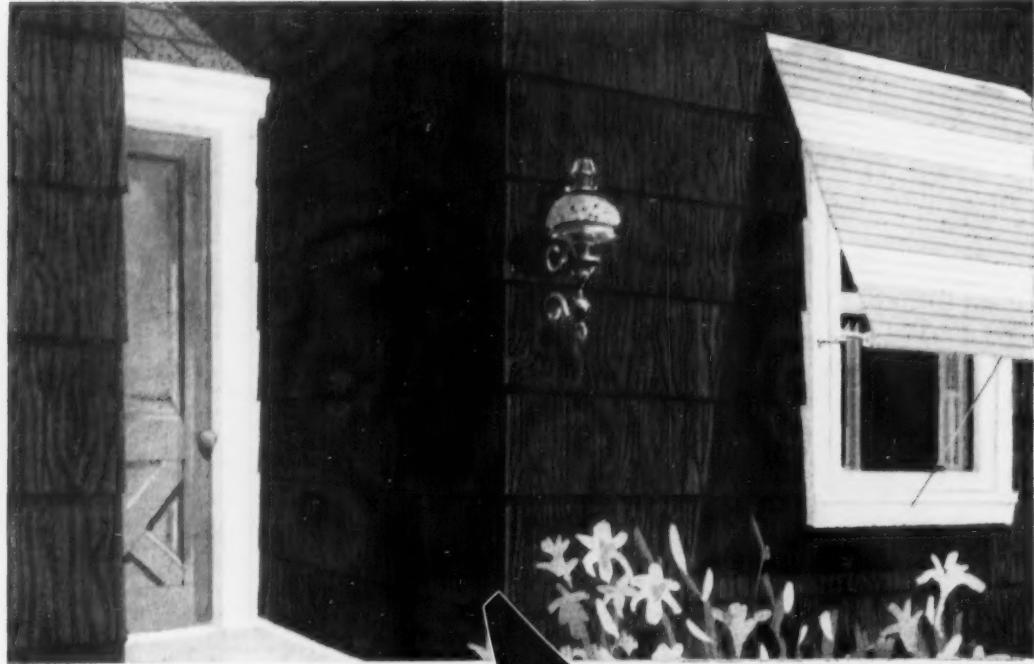
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# BEST in the HOUSE

...famous advertising feature appearing in *Good Housekeeping*

again is selling Flintkote Siding to your customers!



This time the editors and designers of "Best in the House" have shown Flintkote's colorful new asbestos siding . . . Flintwood "32"! Picked it because it gives homes, old or new, special beauty, protection and economy.

Be ready with this beautiful new Flintkote siding when your customers ask for it. And ask for it . . . they *will*. Right after they see and read about Flintwood "32" in the April issue of *GOOD HOUSEKEEPING*. (They'll notice that it's backed by this magazine's famous GUARANTY SEAL, too.)

Of course, the *best* thing to do is *not* to wait for customers to ask about Flintwood Asbestos Siding. Show it to them whether they ask for it or not . . . in a display built around Flintkote promotional materials.

Use a free four-color jumbo blow-up of this



"Best in the House" feature . . . and other promotional material.

You'll get these sales aids *pronto*. Call your Flintkote Representative. Or write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



## FLINTKOTE

Style and Color Leader since 1901



# NEW PRODUCTS

Here are over 100 New Products that have just been introduced by manufacturers for building supply dealers to sell profitably or to use for greater efficiency or economy in their business operations. For more information on any of these products, just fill in the post-card below, tear it out, and mail right away!

## HOUSEHOLD APPLIANCES



### FREEZER-REFRIGERATOR

A freezer and refrigerator to keep pace with other kitchen "built-ins" are announced by Amana Refrigeration, Inc., Dept. SBS, Amana, Iowa.

These built-in units can be placed in the wall so that the refrigerator and freezer are side by side, as shown, or stacked one above the other. Each unit is independent of the other, and

installation requires only setting the units in place and plugging into standard electric outlets.

Write for P126. Use card page 80.

### BUILT-IN DOUBLE OVEN

A double oven and rotisserie are features of the "Masterpiece" electric built-in oven, made by the Norris-Thermador Corp., Dept. SBS, 5215 South Boyle Avenue, Los Angeles 58, Calif.

Styled in stainless steel and trimmed in polished brass, the Thermador features two fully automatic ovens in a single frame requiring less than 45" of wall width. Doors never become too hot to touch.

The rotisserie includes three spits

on a single rack—one king-size for large roasts or fowl and two slender ones for small birds or shish kabob.

Write for P127. Use card page 80.

### BUILT-IN APPLIANCES

The 1956 Westinghouse appliance line includes "built-ins" in every category, according to the Westinghouse Appliance Division, Dept. SBS, Mansfield, Ohio.

The built-in ovens and surface cooking units come in four "confection" colors—lemon yellow, mint aqua, nougat gray, and frosting pink—plus stainless steel, chrome, and copper finishes. Automatic equipment includes a timer and clock, oven Signalite that cuts on when the oven is on and off when selected temperature is reached.

The built-in refrigerator - freezer combination can be mounted horizontally or vertically. Both models

**For more  
information**

**Use This Handy Card  
NO POSTAGE REQUIRED**

Circle the code numbers of the New Products on which you want more information. Fill in your name, position, and firm. Tear out and mail today!

Postage  
Will be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**SOUTHERN BUILDING SUPPLIES**

**806 PEACHTREE STREET, N. E.**

**ATLANTA 8, GA.**

have 12 cubic feet, with a refrigerator capacity of more than 8½ cubic feet and freezer capacity of over three cubic feet.

An innovation in the laundry equipment field is the built-in washer. A built-in dryer also is available. When installed above the Laundromat, the entire "laundry" occupies a floor space only 25" wide.

Write for P128. Use card below.

### BUILT-IN OVENS

National Stove, Dept. SBS, 163 Avenue A, Bayonne, N. J., announces a newly-designed line of built-in ovens and range inserts in both gas and electric models.

Styles are made to fit several price ranges in homes. One outstanding innovation is the Magic Door on built-in electric ovens—it opens and closes at the touch of a button. Another feature is a built-in rotisserie, which operates on a slow speed, basting barbecued food automatically.

Write for P129. Use card below.

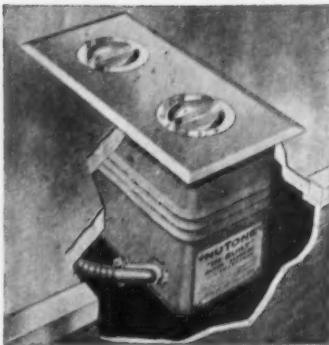
### BUILT-IN GAS RANGE

A stainless steel built-in oven and burner units for gas are announced by Dixie Products, Inc., Dept. SBS, Cleveland, Tenn.

Designed for modular construction, the Dixie oven has rounded corners, inside and out, to permit easy cleaning. The oven is completely automatic—set the timer and it shuts itself off.

The gas burner units are placed two at a time to provide a wider area for cooking in larger pots, with space in between. The "Thrifti-Kool" pilot lights permit instant lighting, yet is said to cut pilot gas consumption by two-thirds.

Write for P130. Use card below.



### POWERS APPLIANCES

This built-in unit has a motor concealed beneath the kitchen counter top to power such small appliances as a food mixer, blender, electric knife sharpener, and juicer. The unit and small appliances were developed by NuTone, Inc., Dept. SBS, Madison and Red Bank Roads, Cincinnati 27, Ohio.

All the appliances attach to the same power shaft on the stainless steel plate. It is designed to cut down on storage space for the units.

Write for P131. Use card below.

### ELECTRIC-GAS RANGE

The "stormy weather kitchen" features two built-in ovens—one with gas and the other electric power, to take care of shortages or stoppage of one or the other. Two matching units are offered by Chambers Ranges, Inc., Dept. SBS, 2464 N. Meridian Street, Indianapolis, Ind.

Gas and electric "Liftop" burners are available to match the ovens. A three-burner drop-in top is also made. The units come in antique copper finish and stainless steel.

Write for P132. Use card below.

## CABINETS

### BATHROOM VANITIES

Two bathroom vanity lines are announced by National Vanity, Dept. SBS, Bayonne, N. J.

The Regency line is surfaced in plastic laminate and has sliding storage compartment doors of sparkling "Lusterite" — a corrugated fiber-glass panel. These are removed for easy cleaning.

The Classic is the economy line, also surfaced in plastic laminate. Both lines supplement the Modern line, which is medium-priced.

Write for P133. Use card below.

### LOUVERED CABINET

Two louvered-door general storage cabinets have been added to the Bilt-Well cabinet line, made by the Carr, Adams and Collier Co., Dept. SBS, Dubuque, Iowa.

Model 24-B2 is 24" wide and has a single louvered door. The No. 48-B2 is 48" wide and has two louvered doors. Free circulation of air through the louvers keep stored items smelling fresh.



These storage cabinets are recommended in combinations to take the place of non-load-bearing walls



### Use This Handy Card

### NO POSTAGE REQUIRED

Circle the code numbers of the New Products on which you want more information. Fill in your name, position, and firm. Tear out and mail today!

P126	P127	P128	P129	P130	P131	P132	P133	P134	P135
P136	P137	P138	P139	P140	P141	P142	P143	P144	P145
P146	P147	P148	P149	P150	P151	P152	P153	P154	P155
P156	P157	P158	P159	P160	P161	P162	P163	P164	P165
P166	P167	P168	P169	P170	P171	P172	P173	P174	P175
P176	P177	P178	P179	P180	P181	P182	P183	P184	P185
P186	P187	P188	P189	P190	P191	P192	P193	P194	P195
P196	P197	P198	P199	P200	P201	P202	P203	P204	P205
P206	P207	P208	P209	P210	P211	P212	P213	P214	P215
P216	P217	P218	P219	P220	P221	P222	P223	P224	P225
P226	P227	P228	P229	P230	P231				

Please send me, without obligation, more information on new products in the April, 1956, issue of SOUTHERN BUILDING SUPPLIES as circled below.

Name \_\_\_\_\_ Position \_\_\_\_\_

Company Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# the Last Word in Window Design

## VENT-A-WALL



- modern
- versatile
- eye-catching
- practical

*Your choice of FOUR operating styles*



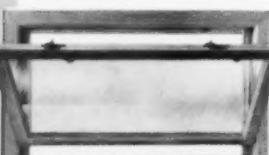
Crank-out style. Special designed crank and lock in handsome and efficient bronze brown.



Bar-control type allows opening in two positions. Bar releases for full opening when cleaning.



Friction-style opens and stays in any position with a push of the hand.



Open-in or hopper style. Friction hinge holds window open in any position. Positive action closure locks are in handsome bronze brown finish.

Modernly designed Vent-A-Wall window units will help make your home more beautiful and genuinely practical. Here is the window unit that has everything you desire in appearance, versatility, ease of installation, long lasting quality and suitability for multi-combination grouping. Vent-A-Walls' are styled to meet modern taste, and Vent-A-Wall sash is completely removable from the frame, a feature that reduces breakage and saves precious construction time — complete painting made easy.

Vent-A-Walls' offer you a wide choice of operating styles to suit your individual preference — crank-out for those who want the very best; the bar control type; the friction style and the open-in or hopper style. All venting units complete with screens. Easily installed double glazing insulating panels are available. See these designs at your nearest dealer or if you prefer write us and dealer's name will be supplied.



MANUFACTURED BY



*Distributors*

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Formerly Known as R·O·W Distributors

between rooms. By combining various Bilt-Well units, room dividers can include hanger space, drawer and shelf space, and a built-in vanity unit.

**Write for P134. Use card page 80.**



#### STORES SMALL ITEMS

Kitchen Maid wood kitchen cabinets now feature this storage unit for such small items as towels, bags, condiments, and kitchen odds and ends. It is announced by the Kitchen Maid Corp., Dept. SBS, Andrews, Ind.

The new unit is called "Paper, Pot 'N Pepper Base." Storage trays are adjustable to give maximum flexibility. The unit is made of rust-resistant wire.

The 1956 line of Kitchen Maid cabinets features sliding glass doors, removable for easy washing.

**Write for P135. Use card page 80.**

#### CABINETS FOR BUILT-INS

Two new cabinets that will accommodate 40 different built-in ovens are announced by Republic Steel



Kitchens, Dept. SBS, Canton, Ohio.

Because of the lack of standardization among makers of built-in equipment, Republic's cabinets are equipped with adjustable oven supports. The size of the front openings is varied through use of several frames engineered to accommodate all popular oven brands.

The cabinets provide for an under-oven drawer for utensils.

**Write for P136. Use card page 80.**

#### VENTILATING HOOD

The Fasco Powerhood is an adjustable hood with a snap-in ventilator attached to the underside. It is made by Fasco Industries, Inc., Dept. SBS, Rochester 2, N. Y.

Since the ventilator is attached to the hood, no cabinet space is lost to ventilator or duct installations. The ventilator features Fasco's unique turbo-radial impeller wheel that expels a greater volume of air with less noise.

The metal hood adjusts from 30" to 42" to fit under cabinets.

**Write for P137. Use card page 80.**



#### NEW PLASTIC LAMINATE

Formica's newest pattern of plastic laminate surfacing for table and counter tops is "Milano." Shown on both vanity and walls above, it is made by the Formica Co., Dept. SBS, 4614 Spring Grove, Cincinnati 32, Ohio.

The pattern is produced by a process called "Kaleidoscopic," since the abstract patterns never repeat themselves. Milano is made in three basic colors, pink, gray, and "antique"—a neutral buff shade.

**Write for P138. Use card page 80.**

#### CABINETS OF BIRCH

The Mengel Co., Dept. SBS, Fourth and Colorado Streets, Louisville, Ky., has introduced a line of wood kitchen cabinets in "platinum birch."

These "Crestwood" cabinets are

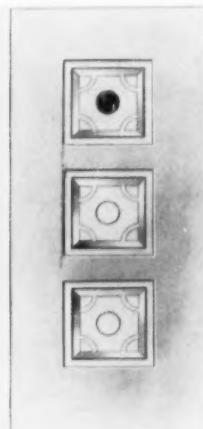
#### DOORS

#### 'INDIVIDUALITY' DOOR

The Styldor, available in several styles, gives home-owners the opportunity to style their own doors with various paint color combinations or wallpaper trim to match rooms. It is made by the Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

Style 33-GC is shown here. Other styles feature three squares with dots in the center; three squares with one large and two small dots in each; a door like the one shown without light; and a door with two squares and light in place of the top third square.

Styldors are 1 3/4" thick with 1/8"



veneer and 1/16" cross band. They are made of ponderosa pine.

**Write for P140. Use card page 80.**

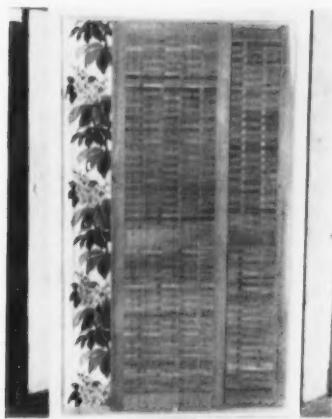
#### 'WOVEN' REDWOOD DOOR

Tropix-Weve doors are formed of slats of selected redwood or blond mahogany, hand-woven in matching wood frames. They are made by Tropix-Weve Products, Dept. SBS, 3590 N. W. 52nd Street, Miami, Fla.

Tropix-Weve doors and panels offer ventilation plus privacy. They are practical as closet sliding doors, folding doors, swing-type doors, furniture and cabinet doors, drawer fronts, window shutters, floor screens, room dividers.

The blond mahogany products are





referred to as "Venetian Weve."

In addition to standard door sizes, Tropix-Weve doors are made in any width or height to specifications.

**Write for P141. Use card page 80.**

#### ADJUSTABLE DOOR

The Durall Products Co., Dept. SBS, York, Pa., now makes a combination storm and screen door that adjusts for length or width without necessity of a Z-bar.

This means that the home-owner can install the Durall door himself in a few minutes.

Made of heavy-gauge aluminum extrusions, the door is reversible for right- or left-hand installation and requires no further drilling. Screen and glass panels are hinged on one side and held in place by spring-loaded plungers.

**Write for P142. Use card page 80.**

#### ALUMINUM FRONT DOOR



The Curvalum Manufacturing Co., Dept. SBS, 15 Prospect Street, Hewlett, N. Y., makes a line of combination aluminum doors for any installation.

The doors are available with a variety of tops — square, true circle,

gothic, oval or eyebrow, cathedral with high point, and tudor with lower point.

Measurements are sent to the manufacturer when special door tops are needed. The doors come in a full range of sizes to fit nearly any installation.

**Write for P143. Use card page 80.**

#### FOLDING CLOSET DOOR

An all-steel folding closet door, offering full access to wide closets, is announced by the Steel Door Corp., Dept. SBS, 2400 East Lincoln Road, Birmingham, Mich.

These Berry Floataway doors are made in egg-shell white or baked



"Golden Dowel" because of an identifying golden dowel inserted at the edge of each door. Each door has a serial plate on the hinge side and this number is recorded on a written guarantee provided the purchaser.

The door is suitable for both interior and exterior application. Use of phenolic resin glue provides a waterproof shield over the entire door.

**Write for P146. Use card page 80.**



enamel natural birch-grain finish. They can be painted or wallpapered to match the room.

Nylon pivot bearings and guides create a floating action that enables the door to slide open or shut with minimum effort. The doors can be installed by an average handyman with only a screwdriver.

**Write for P144. Use card page 80.**

#### SLIDING GLASS DOORS

An aluminum sliding glass door designed for use in all climates has been introduced by Lynart, Inc., Dept. SBS, 2320 Centinela Avenue, West Los Angeles, Calif.

Two models are made. The Standard accommodates 7/32" or 1/4" plate glass. The Custom adapts to either 1/4" plate or 1" stock-size insulated glass.

Both models are weatherstripped with wool pile for dual seal around the entire perimeter of vented areas.

**Write for P145. Use card page 80.**

#### SOLID-CORE DOOR

The Golden Dowel door is said to be the first staved-wood solid-core door to carry a lifetime guarantee. It is made by the Roddis Plywood Corp., Dept. SBS, Marshfield, Wis.

The flush veneered door is called

### FLOOR PRODUCTS

#### CORK FLOOR TILE

Kentile, Inc., Dept. SBS, 58 Second, Brooklyn 15, N. Y., announces a lower-cost cork tile, called KenCork.

KenCork is made in three combinations, light, medium, and dark shades. Each carton includes a range of several wood tones.

The tile is of top-grade cork. It comes in 1/8" thickness, as well as in 3/16", 5/16", and 1/2" gauges, in three or four popular sizes.

**Write for P147. Use card page 80.**

#### PATCHES CONCRETE

"Camp's Latex Concrete Repair" is a universal patching and topping material for the Do-It-Yourself market. It is made by the Latex Concrete Co., Division of the Camp Co., Inc., Dept. SBS, 10 West 70th Street, Chicago 21, Ill.

The material comes in a complete kit that includes 10 pounds of a special blend of cementitious material and setting agents, quart can of milk-white liquid rubber latex, and handy trowel.

**Write for P148. Use card page 80.**

#### RESILIENT FLOOR TILE

A new concept in resilient floor tile is announced by B. F. Goodrich, Dept. SBS, 10 East 40th Street, New York, N. Y.

Called "Agatine," the tile has a multicolored effect derived from the gem stone agate. It provides the

quiet and comfort of rubber with a super-dense surface that eliminates dirt - catching surface pores. The unusual pattern is so arranged that hardly a fleck or footmark shows against it, according to the maker.

Write for P149. Use card page 80.

### VINYL-ASBESTOS TILE

A vinyl-asbestos tile flooring that is color-coordinated to fit in with new shades in ceramic tile, plastic wall tile, paint, laminates, and colored appliances, is announced by the Mastic Tile Corp. of America, Dept. SBS, Box 1151, Newburgh, N. Y.

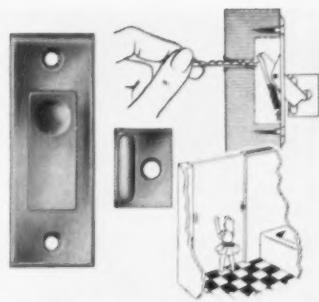
The tile comes in 13 new shades, identified as "Margaret Lowe colors." This is in addition to the regular Confetti Aristoflex flooring line, that features specks of various colors.

Write for P150. Use card page 80.

## HARDWARE

### JAMB BOLT RELEASE

A jamb bolt with an emergency release feature for use on pocket sliding doors is now available. It is



made by the H. B. Ives Co., Dept. SBS, 5 Artizan Street, New Haven, Conn.

Designated jamb bolt No. 42, it is installed with a 3/16" hole bored through the door and capped with a grommet supplied with the jamb bolt to protect the door's finish.

Thus if someone became disabled or a child locked himself in the bathroom, the grommet is removed and a bobby pin or other slim object inserted to release the bolt from outside the room.

Write for P151. Use card page 80.

### SLIDING-DOOR LOCK

A lock for sliding doors that automatically compensates for misalignment is announced by the Adams Rite Manufacturing Co., Dept. SBS, 540 West Chevy Chase Drive, Glendale 4, Calif.

Like its predecessor, model 660, the No. 666 adjusts for doors from 1 1/8" to 1 1/4" thick; is reversible on the job, and features simple two-bore installation.

The No. 666 features a bold new thumb turn and a high-fashion model in black and brass. It is made with interchangeable thumb turn, emergency, or blank securities.

Write for P152. Use card page 80.

### 'STORY BOOK' KNOBS

Cabinet or drawer pulls for children's furniture now are available with nursery rhyme and story book characters painted on them. These knobs are made by the American Cabinet Hardware Corp., Dept. SBS, Rockford, Ill.

The knobs measure 2 1/2" in diameter. They are made in four designs — Humpty-Dumpty, Peter Rabbit, a clown, and a choo-choo train with a face.

Write for P153. Use card page 80.

### CABINET HARDWARE

The National Lock Co., Dept. SBS, Rockford, Ill., has introduced the "Decorator" line of cabinet hardware.

Introduced as assortment No. 40,

**BALKY DOORS?**

**GET CANNON BALL**

**SELF-CLEANING DOOR TRACK**

Doors always work smooth and easy . . . never stick. Self-cleaning tubular Door Track stays clean and clear. Dirt rattles out the slot in the bottom every time the door is opened. Only Starline offers this design for eliminating balky doors!

**LIFETIME GUARANTEE**

Starline Cannon Ball Sliding Door Track and Self-Oiling Hangers are guaranteed for the life of the building on which they are installed. Again, only Starline offers you this assurance of long life!

- EASIEST TO INSTALL
- EASIEST TO OPERATE
- EASIEST TO STOCK
- EASIEST TO SELL

**STARLINE, INC. HARVARD, ILLINOIS**

Branch Office • ALBANY, NEW YORK  
Dependable Barn Equipment Since 1883

SEE US AT BOOTH 180  
TEXAS LUMBERMEN'S ASSOCIATION CONVENTION, SAN ANTONIO, TEXAS



SEIDLITZ  
PAINTS OF  
TEXAS, Inc.

★  
Factory & General  
Offices:  
406 North 79th Street  
Houston 12, Texas

★  
A subsidiary of  
Seidlitz Paint & Varnish  
Company,  
Kansas City, Missouri  
Manufacturers of Quality  
Paints—Since 1910

## From a New Houston Plant

The complete line of Seidlitz "Best by Test" Paints will be manufactured in the new Houston Plant . . . assuring better service — faster turnover than ever before . . . on such well known brands as . . .

- ★ MULTITINT PAINTS & ENAMELS
- ★ OILTONE FLAT ENAMEL
- ★ SATINTONE LATEX FINISHES
- ★ DURMO "THE FINISH ETERNAL"
- ★ MULTITINT WOOD STAINS

. . . Sold through independent dealers only





the line includes a dozen, or dozen pairs each, of 10 select pulls, knobs, backplates, and hinges.

Concave and taper designs are utilized throughout the new line. Dead black and gleaming brass combinations give the hardware items modern styling.

They are available on a display board that is free for dealer display, with purchase of the hardware.

**Write for P154. Use card page 80.**

#### VERSATILE HARDWARE

Thriftee Pak is a low-cost, interchangeable sliding door hardware set that accommodates both  $\frac{3}{8}$ " and

$1\frac{1}{8}$ " door thicknesses. It is made by the Sterling Hardware Manufacturing Co., Dept. SBS, 2345 West Nelson Street, Chicago 18, Ill.

The hardware package includes aluminum track, sturdy steel hangers, and two steel door guide plates with three nylon guides. The short plate is for  $\frac{3}{8}$ " doors; the long plate, for  $1\frac{1}{8}$ " doors. Easy-to-follow instructions for installation are included in each package.

Slotted screw holes in the hangers



provide easier plumbing of the doors, which do not have to be taken down for adjustment.

**Write for P155. Use card page 80.**

#### MODERN HINGE DESIGN

The Manhattan hinge is especially designed for use in installations where it is desirable to complement contemporary appointments. It is announced by the C. Hager and Sons Hinge Manufacturing Co., Dept. SBS, 139 Victor Street, St. Louis 4, Mo.

The new hinge has enameled black leaves, highlighted by gleaming brass pin and plug and also along the hinge knuckle in the ball-bearing race cups.

The manufacturer says the Manhattan has the "dramatic 1960 black 'n brass look," designed to open new vistas for hinge decor in modern architecture.

**Write for P156. Use card page 80.**

### METAL PRODUCTS

#### MASONRY REINFORCING

Keywall reinforcing is said to eliminate cracks in masonry construction resulting from a combination of restrictive forces and shrinkage of masonry. The reinforcing is made by the Keystone Steel and Wire Co., Dept. SBS, Peoria 7, Ill.

Keywall is made with twisted

## SOLVING THE FLOOR SPACE PROBLEM MEETING A VITAL REQUIREMENT OF HOME BUILDERS



#### SLIDING DOOR UNITS

The additional usable floor space provided by IDEAL Sliding Doors results in great customer satisfaction.

And the trouble-free performance of these quality sliding doors makes a hit, too!

Cash in on the Popular Demand for IDEAL Sliding Doors  
DISTRIBUTED BY BUILDING MATERIAL JOBBERS

THIS IS HOME

IMPROVEMENT YEAR





## *Easier TO CUT*

This is Mr. Albert Ingram of the Modern Home Supply Co. in San Francisco. In the famous "blindfold test", he ran cuts on four well-known (but unidentified) brands of single-strength window glass. Without hesitation he picked the brand marked "C" as easiest to cut. Brand "C" was L·O·F. 28 out of 30 dealers did the same—picked L·O·F!

## *Easier TO SELL*

This L·O·F label identifies quality glass wherever it is seen. People *know* this label—it is appearing 216 million times in 1956 advertising alone! And every time it appears it adds to the already strong preference for L·O·F glass. This preference means faster, easier sales for you.



**LIBBEY·OWENS·FORD**

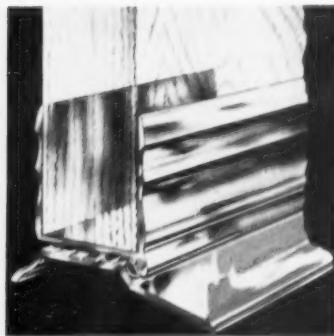
*the easy-to-cut WINDOW GLASS*



wires and multi-directional reinforcing that assures a maximum bonding surface. It is supplied in roll form, and rolled across layers of block for easy application. It is cut and lapped at corners without increasing the thickness of the mortar joints.

**Write for P157. Use card page 80.**

### THRESHOLD, SCUFF-GUARD



Skuff Guard, Inc., Dept. SBS, 3232 N. W. 38th Street, Miami, Fla., announces an all-aluminum combination weather-seal scuff guard and threshold.

The heavy extruded aluminum kick plate gives maximum protection and reduces home upkeep for the life of the house. It also extends door life by preventing warping due to inferior lumber or climatic conditions.

The streamlined design of the threshold simplifies cleaning by eliminating undercuts that trap dirt.

**Write for P158. Use card page 80.**

### MASONRY REINFORCING

Wal-Mesh mortar joint reinforcing is designed to give the greatest possible additional strength to brick, tile, and block walls, yet keep costs to a minimum, according to the manufacturer, Production Products, Inc., Dept. SBS, P. O. Box 1254, Birmingham 3, Ala.

The weight in Wal-Mesh is placed where it is needed most, in the large side rods, which are knurled to afford the best bond. Cross-rods are galvanized, and welded to side rods every 16". Made of high-tensile-strength steel, Wal-Mesh meets standards for all building codes.

**Write for P159. Use card page 80.**

### FRAMING ANCHORS

Cleveland framing anchors provide stronger nailed wood joists and cut down on labor costs according to the manufacturer, the Cleveland Steel Specialty Co., Dept. SBS, 3773 East 91st Street, Cleveland 5, Ohio. These anchors assure greater

strength for the entire framework and around all openings, and they protect against forces from any direction.

**Write for P160. Use card page 80.**

### D-I-Y IRON RAILING

The Versa Products Co., Dept. SBS, Lodi, Ohio, announces a new design in its line of decorative wrought-iron railings.

Versa railings are designed for the Do-It-Yourself market.

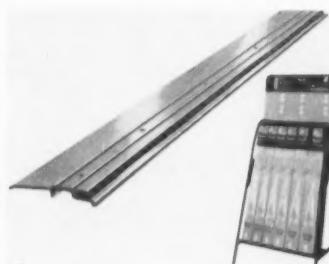
The former column was furnished plain, with optional decorative elements. The new design incorporates a simpler scroll as a part of the column itself and eliminates the work of adding decoration later. This also reduces the dealer's inventory.

**Write for P161. Use card page 80.**

### ALUMINUM THRESHOLDS

Built-in weatherseal and safety features distinguish the new aluminum thresholds made by the Wells Aluminum Products Co., Dept. SBS, North Liberty, Ind.

The Wells thresholds are made in



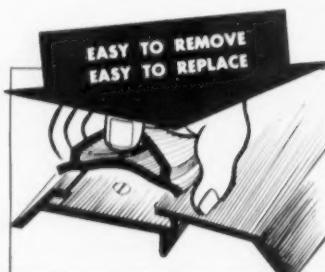
an assortment of widths and lengths to fit standard doors. They also are available in 6' lengths for custom installations.

Counter-sunk holes are ready to take hardware that is furnished with installation directions in a complete package.

**Write for P162. Use card page 80.**

### ALUMINUM THRESHOLD

An aluminum threshold with a flexible plastic seal to keep out drafts, water, and dirt is announced by the



Southern Metal Products Corp., Dept. SBS, 921 Rayner, Memphis, Tenn.

The threshold is easily installed with a screw that ultimately is concealed by a section that slips into place. The plastic seal is replaceable even when threshold is screwed in place.

**Write for P163. Use card page 80.**

### ALUMINUM SCREENS

A full-frame aluminum screen, called Conwire, is announced by the Consolidated Wire Products Co., Dept. SBS, 249 Spring Street N. W., Atlanta, Ga.

The Conwire is constructed with precision-made, heavy-gauge aluminum frames and screen that require no painting or maintenance. Consolidated controls the manufacture—and quality—from the raw aluminum to completed screens ready for installation.

**Write for P164. Use card page 80.**

### CORNER CLAMPS

No. HW 404 miter and corner clamps are designed for the handiest gluing, stapling, or nailing of picture frames, screens, trim, and storm windows. These cast-aluminum clamps are made by Stanley Tools, Dept. SBS, New Britain, Conn.

The clamps hold miter or butt joints at a 90-degree angle for accurate joining. Grooves permit truing of miter joints with a saw.

**Write for P165. Use card page 80.**

### OFFICE AND YARD EQUIPMENT

#### STRADDLE CARRIER



The Clark Equipment Co., Dept. SBS, Benton Harbor, Mich., has introduced a 30,000-pound Ross Carrier straddle carrier with a five-speed transmission.

With 15% more horsepower at the wheels, this carrier has full hydraulic control of load hooks and four-wheel "radi-arc" steering. Power steering is optional.

*(Continued on page 92)*

# YOUR CUSTOMER CAN'T RESIST

## NEW

# SKINPAK handy-hooks

And SELLEC-TREE Makes  
Selection Easy!



MERCHANDISER #3 contains 19 types, 454 Handy-hooks, selected from floor merchandisers #1 and #2. Only 16" x 20" counter space. Self-service placard in lid.



SELLEC-TREE is only 14" diameter, 27" high. Triangular pennant permits full view of store.



Leading distributors handle Handy-Hooks, counter displays and Merchandisers. Call your wholesaler now or send for information on our big line, including 31 new styles not yet announced—and we'll tell you how you can get SELLEC-TREE and MERCHANDISER #3 without cost!

That's right! Every customer needs Handy-Hooks in his home and the gleaming, plastic-coated SKINPAK cards on the sparkling SELLEC-TREE get his instant attention! The pennant illustrates their many uses so he doesn't waste your time with questions. And he *helps himself* from this assortment of the twelve fastest-selling styles, lays the money on the counter!

### THIS SELF-SERVICE COMBINATION IS A NATURAL!

(1) SKINPAK keeps Handy-Hooks and cards shining and clean, demands attention, prevents loss of parts, shows uniform 29c price, eliminates 2c and 3c sales, gives complete instructions on back, brings clean sale right to cashier.

(2) SELLEC-TREE is only 14" diameter; 27" height gives you full view of store. Finger-tip rotation keeps stock of 160 SKINPAK cards constantly visible, displaying 12 most popular styles. And SELLEC-TREE is FREE with initial order.

(3) COUNTER MERCHANDISER #3, designed to supplement SKINPAK and SELLEC-TREE, contains 19 selected types—ring styles, shelf brackets and single and double welded Handy-Hooks, ranging from 7c to 53c. With this THREE-PART self-service team, you make a fast profit of \$18.60 on the SELLEC-TREE assortment, \$20 on MERCHANDISER #3 assortment.



DIVISION **VADCO PRODUCTS, INC.**  
12903 Mt. Elliott, Corner of Luce, Detroit 12, Michigan



#### SIDING

In lapped, grooved and plain styles.  
Lasts longer, looks better!



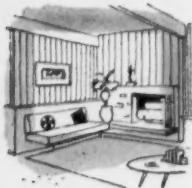
#### BOATS

Rugged P.T. boats are made of  
Harborite...ideal for all marine uses.



#### SOFFITS AND GABLES

Workability of Harborite makes it  
easy to cut to irregular shapes.



#### INTERIOR PANELING

For rooms that get hard wear. Ideal  
in dens, playrooms, clubs, etc.

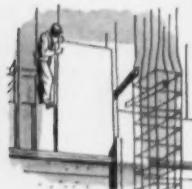
# HARBORITE®

the miracle overlaid fir plywood—super-resistant to wear, weather and water



#### SIGNS AND DISPLAYS

Tests prove Harborite superior to  
aluminum, steel, fiber-glass, etc.



#### CONCRETE FORMS

Lowest cost per-foot-per-use. Re-uses  
run 30 to 40 per panel.



#### KITCHEN CABINETS AND BUILT-INS

Finishes beautifully for cabinets,  
built-ins, doors, paneling, etc.



#### INDUSTRIAL USES

Resistant to abrasion and chemicals.  
For truck bodies, freight cars, etc.

# HARBORITE

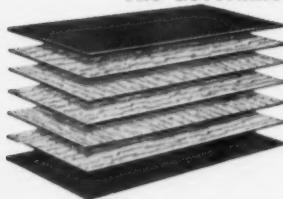
**AVAILABLE IN UNLIMITED QUANTITIES... AND REDUCED 20%\***  
**NOW COMPETITIVE WITH FINEST MARINE TYPE FIR PLYWOODS**

For fifteen years, production of Harborite, the lumber industry's first and finest overlaid fir plywood, has gone almost exclusively to the United States Government for the production of P.T. boats and landing craft. Now, new production techniques makes Harborite available in unlimited quantities for civilian use...at a warehouse price reduced approximately 20% (prices vary slightly depending on area.) This super strong, light-weight, structural panel has miraculous weather-proof, split-proof, check-proof qualities.

Harborite's hard, smooth, grainless face is the perfect paint-holding surface; grain-raise problems are minimized. Harborite is stronger than steel...super-resistant to wear...and impervious to weather and moisture. Harborite will last a lifetime. These large, lightweight panels are easy to handle, wonderfully easy to work. Use of Harborite cuts time and labor costs to the bone! Cuts paint costs too! Harborite's absorption-resistant surface uses less paint...yet paint-finish lasts longer...looks better!

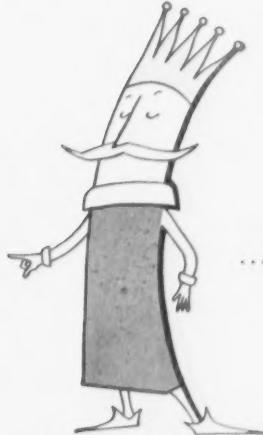
\*warehouse prices...vary slightly in each market.

## The Government specifies vast quantities of Harborite...here's why!



1. Only select Douglas Fir veneers are used in Harborite.
2. Core veneer strips are machine-edged and butted tight.
3. All solid wood—no core voids—no flaws.
4. Harbor-developed waterproof glue makes a permanent weld.
5. Core panels are rehumidified to minimize warping and grain-raise.
6. Harborite's resin-impregnated overlay makes a perfect paint-holding surface.

## HARBORITE



*...from the Royal Family of Plywoods!*

### HARBOR PLYWOOD CORPORATION, Aberdeen, Washington

*Sales Offices and subsidiaries in...*

**ABERDEEN, Washington**, P. O. Box 940, Phone 221

**ATLANTA, Georgia**, 1161 Ridge Ave., SW, LA 0215

**CHICAGO, Illinois**, 1444 W. Cermak Rd., CA 6-0134

**CINCINNATI, Ohio**, 511 Baymiller St., MA 1-2797

**HOUSTON, Texas**, 303 St. Emanuel St., CA 7-8241

**INDIANAPOLIS, Indiana**, 1001 E. New York St., ME 7-3434

**JACKSONVILLE, Florida**, 2355 Dennis Street, EL 4-8229

**LOS ANGELES, California**, 235 South Alameda St., MI 1854

**SAN FRANCISCO, California**, 3095 Third St., VA 6-2411

**SEATTLE, Washington**, North 34th & Fremont, EV 2228

**TAMPA, Florida**, 802 No. Rome Ave., Phone 8-1868

Copyright, 1956, Harbor Plywood Corporation

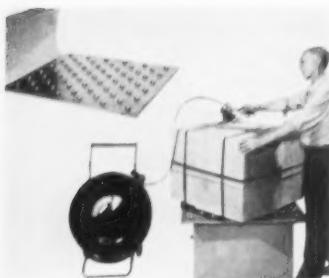
## Spring Product Parade

(Continued from page 88)

A 30,000-pound load can be lifted 12" in two seconds. Load hooks are 9' long and are of the swinging, self-aligning type.

**Write for P166.** Use card page 80.

### STRAPPING TABLE TOP



The Signode strapping table top enables the operator to stand in one position while rotating heavy containers for packing or strapping. It is made by the Signode Steel Strapping Co., Dept. SBS, 2600 North Western Avenue, Chicago 47, Ill.

This versatile table top may be

mounted on a permanent or portable base or in conveyor lines. A metal strap guide can be used as optional equipment to facilitate feeding the strap.

**Write for P167.** Use card page 80.

### PERSPECTIVE DRAWING

Precision Perspective, a new system of perspective drawing, is said to give photographic accuracy, according to the maker, Perspective, Inc., Dept. SBS, 402 American Building, Seattle 4, Wash.

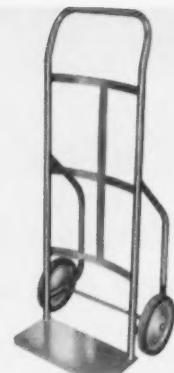
Basic sets of seven grids in three different sizes are available for both interior and exterior renderings. The seven grids are progressively displaced from each other in steps of 20 degrees.

A basic set also includes a selector chart for quickly determining which grid and grid position to use for the viewing angle desired.

**Write for P168.** Use card page 80.

### STURDY HAND TRUCK

The Aaero heavy-duty hand truck for commercial and light industrial use is made of heavy steel pipe. The manufacturer is the Aaero Manufacturing Co., Dept. SBS, Rockford, Ill.



The truck's nose plate is 7" x 14 $\frac{1}{2}$ ". Big 7" diameter wheels have ball bearings for free-rolling action. The truck width is 14 $\frac{1}{4}$ ".

**Write for P169.** Use card page 80.

### HOLDS HOUSE PLANS

Plan Hold is a convenient wall rack that holds house plans neatly, yet permits removal of one without disturbing the others. It is offered by the Plan Hold Division, Air Comfort Co., Dept. SBS, South Gate, Calif.

Brackets pivoted within a wall plate support the "Plan Holds," which are equipped with special

**NOW! STEEL LINTELS and Adjustable STEEL FIREPLACE DOME DAMPERS AT COMPETITIVE PRICES BY CAMPCO**

A black and white photograph showing two types of steel products. On the left, there are two sets of steel lintels labeled 'BRICK' and 'BLOCK'. Each set consists of two parallel beams with dimensions: 3 $\frac{1}{2}$ , 3 $\frac{1}{2}$ , 7, 1, 3. On the right, there is a diagram of an adjustable steel fireplace dome damper, showing its internal structure and how it can be adjusted.

Lintels for BOTH brick and block construction designed to meet Federal, State, and Local building code requirements. Brick lintels in lengths of 24 - 84 inches in 6" increments. Blocks: 30 - 66 in. Can be nested in stacks in any convenient place, even in your yard or on the job. Thousands of both brick and block lintels in use.

\*Patent Pending

Prompt delivery and service aids tight construction schedules. Write for name of your nearest wholesaler and complete specifications.

ADJUSTABLE STEEL DAMPERS are revolutionary in the building trade! Three bodies adjust quickly and easily to nine standard sizes. Reduces handling, inventory investment, and storage problems. Steel eliminates brittleness found in other materials, such as cast iron . . . saves costly breakage in shipping, handling, and installation.



**CAROLINA METAL PRODUCTS, INC.**

2222 South Boulevard

Charlotte, N. C.

**5,655,473 more CELOTEX  
"building products salesmen"  
working for you in 1956**



**NOW! The Power of LIFE added to  
the Power of POST Better Homes and Gardens The AMERICAN HOME**

**...to make this nationally-advertised name  
in building materials more famous than ever!**

For 35 years, Celotex advertising has continuously and successfully sold the idea of home building and improvement to the nation. Now Celotex tremendously increases the impact of its national advertising by adding the selling force of LIFE to the power of the three top-circulation family and shelter magazines.

Right now and throughout 1956, these

many millions of separate Celotex advertisements . . . beautiful, colorful pages in LIFE, THE SATURDAY EVENING POST, BETTER HOMES AND GARDENS, and AMERICAN HOME . . . are working hard for *you*. They are telling the country's present and future home owners a potent selling story on remodeling and home building, directing customers to *you* for materials and advice.

Tie in by featuring Celotex Insulating Sheathing and other Insulation Board Products, Hardboard, Triple-Sealed Asphalt Shingles, Rock Wool Products, and Celo-Rok® Gypsum Products.

*Sales come easier when  
you feature genuine*

**CELOTEX** BUILDING PRODUCTS

REG. U. S. PAT. OFF.  
THE CELOTEX CORPORATION, 120 S. LA SALLE STREET, CHICAGO 3, ILL.

**OPERATION  
HOME  
IMPROVEMENT**



The Celotex Corporation is proud to be a sponsor of the nationwide movement, "Operation Home Improvement," with the slogan: "56 is the year to fix!" This will stimulate new interest in old homes . . . and will help to push remodeling materials sales to an all-time high this year!

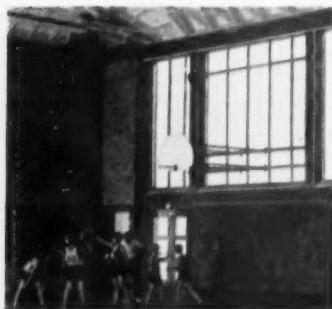
slide-over clips. This construction allows for easy filing of skirted plans.

A rolling steel stand with built-in wall plate also is available.

Write for P170. Use card page 80.

## SIDING, ROOFING

### FIRE-RETARDANT PANEL



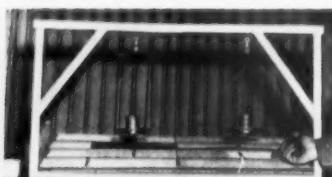
Filon plastic panels are now classified as "fire-retardant," "slow burning," or "self extinguishing." They are made by the Filon Plastics Corp., Dept. SBS, 2051 East Maple Avenue, El Segundo, Calif.

This means that these translucent panels can be installed where fire codes have restricted use of panels with conventional resins.

Filon panels are reinforced with fiber-glass and have nylon strands added for extra strength. They are made in aqua, green, clear, and amber.

Write for P171. Use card page 80.

### INTERLOCKING SHINGLE



Bird and Son, Inc., Dept. SBS, East Walpole, Mass., has replaced its 12" tab Architect asphalt shingle with a massive 18" "King-Tab" shingle.

Shown here is a test of the shingle that indicates the force required to lift a shingle tab 1". The King-Tab shingle required twice as much force as the former shingle with 12" tabs.

Write for P172. Use card page 80.

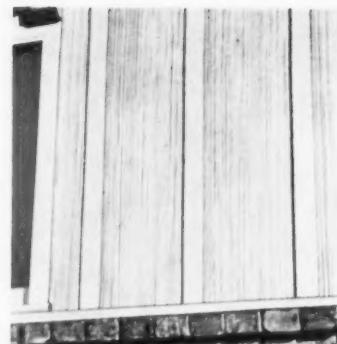
### ACOUSTICAL PANEL

Tectum roof deck material now is available in a 1" version for use as a ceiling panel 24"x48" in size. The panels are made by the Tectum

Division, Peoples Research and Manufacturing Co., Dept. SBS, 105 South Sixth Street, Newark, Ohio.

The panels are said to provide sound control at low cost. They are non-combustible and also serve as a thermal insulation.

Write for P173. Use card page 80.



### HARDBOARD PANELING

Three tempered hardboard sidings—made by the Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill.—provide attractive, low-cost sidings.

Masonite Ridgeline, shown here with battens, is a linear-textured hardboard in widths of 12" and 16", in panels 4' wide, and in shingle sizes.

Masonite Panelgroove has grooves 3/8" wide at 4" intervals, giving the product the appearance of vertical board construction. It comes in 4' x 8'

panels or any combination of lengths that can be cut from a 16' panel.

Masonite Shadowvent siding combines tempered Preswood and vented aluminum strips, applied to give the appearance of clapboard.

Write for P174. Use card page 80.

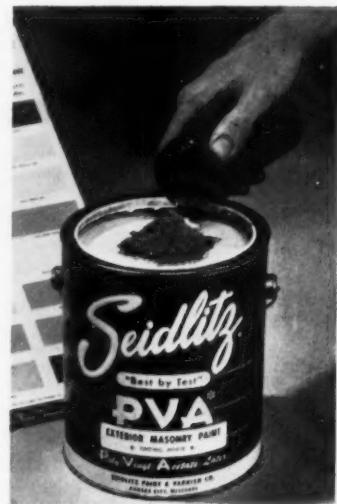
## PAINTS AND ACCESSORIES

### REMOVES LATEX PAINT

Magic Paste is an emulsified - type paint remover that even dissolves latex-base paints. It is made by the Klean Strip Co., Inc., Dept. SBS, P. O. Box 10083, Memphis 6, Tenn.

In addition to its non-flammability, Magic Paste is fast acting and needs no neutralizing or after-wash. The residual remover and stripped paint film may be flushed off with a stream of water or wiped off with a wet rag.

Write for P175. Use card page 80.



### IMPROVED PAINT ROLLER

The Master Painter is said to be the first ball-bearing paint roller. It simplifies painting for both professionals and amateurs, according to King Paint Roller, Inc., Dept. SBS, 12281 Turner Avenue, Detroit, Mich.

A fully-shielded ball bearing prevents clogging with paint. The roller takes any type of 9" cover and has a non-rusting aluminum arm that is extra long to increase reach.

Write for P176. Use card page 80.

### MASONRY PAINT

The Seidlitz Paint and Varnish Co., Dept. SBS, 18th and Garfield, Kansas City, Mo., has introduced a polyvinyl acetate-base exterior masonry paint.

This Seidlitz PVA exterior masonry paint comes in dry, free-flowing color units to be mixed with a tinting white base. Two new Seidlitz colors, cameo pink and charcoal, have been added to the line.

The paint leaves a flat, breather-type film allowing moisture vapor to escape without blistering or peeling the paint.

Write for P177. Use card page 80.

### CLEAR VARNISH

A quick-drying, clear, high - gloss finish for interior application on floors, furniture wood paneling, trim, and particularly on surfaces where a natural wood finish is desired, is announced by James B. Sipe and Co., Dept. SBS, Pittsburgh 16, Pa.

Sipes' water - white varnish is specifically formulated and thermally processed with resins designed to remain colorless indefinitely and preserve the beauty of a varnished surface. It also guards

against the hazards of every-day wear and tear, abrasions, spilled liquids, fruit acids, and similar stains.

**Write for P178. Use card page 80.**

### TILE ROOF PAINT

The problem of a paint for roofing tiles has been solved by the Dixie Paint and Varnish Co., Dept. SBS, Brunswick, Ga.

Made from portland cement and sand, these tiles usually are porous and have a highly-absorbent surface and high alkali content. Attempts to paint these roofs usually failed because the paint rapidly loosens and flakes and the oil provided a feeding ground for further mildew growth.

Dixie's new Duraflex line of paints for outdoor masonry is said to solve these problems. The acrylic latex paint also is suitable for other exterior masonry surfaces.

**Write for P179. Use card page 80.**

### PAINT SPRAYER



A larger version of the popular Uni-Pak light-duty integral unit sprayer is announced by the Electric Sprayit Division, Thomas Industries, Inc., Dept. SBS, Sheboygan, Wis.

Called the Painter Pak No. 818, the larger sprayer features a rugged piston-type compressor with built-in 1/3-HP motor.

The unit will spray paints, enamels, lacquers, oils, waxes, insecticides, and weed-killers. It serves as a portable air source for pneumatic temperature systems, sewage pumps, and drainage ejectors, and it can inflate tires.

**Write for P180. Use card page 80.**

### NATURAL WOOD FINISHES

Tungseal natural wood finishes are now made in 12 colors by the Mc-Closkey Varnish Co., Dept. SBS, 7600 State Road, Philadelphia, Pa.

New shades added are Driftwood, Butternut, Shadow Green, Swedish Mahogany, Antique Cherry, and Desert Gold. Tungseal finishes will stain, seal, and finish at one time.

**Write for P181. Use card page 80.**

### ACRYLIC LATEX PAINT

Dutch Boy Nalplex is an acrylic latex paint for interior walls and ceilings, recently introduced by the National Lead Co., Dept. SBS, 111 Broadway, New York 6, N. Y.

Nalplex is odor-free, water-resistant, washable, and alkali-resistant. It is applied by brush or roller. It comes in 15 basic colors, which have unusually-high hiding power and a uniform flat finish.

**Write for P182. Use card page 80.**

### ACRYLIC EMULSION PAINT

The American Sta-Dri Co., Dept. SBS, Brentwood, Md., announces Acrylcoate, an acrylic emulsion paint.

Acrylcoate combines most desirable features of several paint types. It is tough, odorless, non-toxic, self-priming, washable, color fast, and stain-resistant. It dries to a velvet finish in about 30 minutes.

This versatile paint is made for all surfaces, inside and outside.

**Write for P183. Use card page 80.**

### SPEEDY PAINT REMOVER

"Seat" is a wash-away paint and varnish remover made by the Dayton Color Works, Dept. SBS, 424 East Third Street, Dayton 2, Ohio.

Following a brush coat, Seat penetrates and blisters surface films for quick, easy wash-away removal. Because it is heavy-bodied, it will cling to standing trim, carvings, or uneven surfaces for complete stripping results.

Seat can be used on wood, metal, glass, and plaster. It is made of non-flammable materials for extra safety.

**Write for P184. Use card page 80.**

### COLD-WEATHER CAULK

A plastic-base caulking compound that remains workable in freezing weather has been introduced by the Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

This Armstrong PDI7 compound is said to be non-staining and non-corrosive, making it suitable for use on metals, slate, wood, masonry, brick, and fiberboard products.

Tests show that this caulk exceeds by more than three times the shrinkage requirements of Federal specifications.

**Write for P185. Use card page 80.**

### CAULKING GUN

An air-pressure caulking gun, called the Calbar No. 55, is announced by the Calbar Paint and Varnish Co., Dept. SBS, 2612-26 N. Martha Street, Philadelphia 25, Pa.

Powered by a gasoline or electric

compressor, the gun is said to apply caulking compounds in half the time required with hand-operated guns. The gun also forces caulk far deeper into crevices than the ordinary gun.

**Write for P186. Use card page 80.**

### ALL-PURPOSE COATING

Maintenance, Inc., Dept. SBS, Wooster, Ohio, announces Everwear J-41-B—an all-purpose black coating for protecting metal, wood, or concrete.

The bright ebony finish is impervious to moisture and resistant to chemical attack by gas fumes and smoke. It remains elastic, allowing for extreme temperature changes.

Everwear J-41-B is used on tanks, metal roofs, siding, drains, bridges, beams, cables, window frames, machinery, and similar items needing protection from weather.

**Write for P187. Use card page 80.**

### PROTECTIVE COATING

Frostone is a vinyl plastic finish for use on stucco, concrete, cement block, asphalt and asbestos shingle-siding. It is made by the Frost Paint and Oil Corp., Dept. SBS, 1209 N. E. Tyler, Minneapolis, Minn.

Frostone leaves a dust-free film that keeps out moisture, yet permits inside vapor to escape, preventing blistering, cracking, or peeling.

Twice as much surface can be covered with Frostone as with ordinary paints, according to the makers. It comes in a variety of light and dark shades.

**Write for P188. Use card page 80.**

### TOOLS

#### VERSATILE TOOL

This Twin-Claw tool is used as a wrecking bar to prevent splintering lumber; nail puller, to take out nails of all sizes without bending them;



**NEW!**



## DUALINE

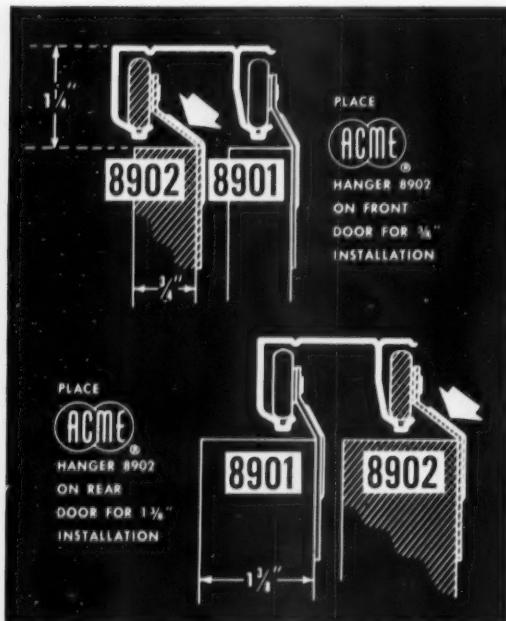
SLIDING  
DOOR  
HARDWARE



## BI-RAIL® SERIES 8900

with Interchangeable Hangers for both  $\frac{3}{4}$ " and  $1\frac{3}{8}$ " Doors

Maximum Door Weight 60 lbs.



PACKAGED SETS  
AVAILABLE IN  
THE FOLLOWING SIZES:

For two 2'0" By-Passing Doors  
For two 2'6" By-Passing Doors  
For two 3'0" By-Passing Doors  
For two wider By-Passing Doors

Opening Width	Track Length	Set No.
47"	46 $\frac{1}{2}$ "	8948
59"	58 $\frac{1}{2}$ "	8960
71"	70 $\frac{1}{2}$ "	8972
	96"	8996

Extra hangers and floor guides also available separately for three and four door installations.

**"ALL-IN-ONE"**  
No. 110 Adjustable Nylon  
Floor Guide included  
with each set



Get full details from your jobber. Ask him about Sales Displays, or write . . .



**ACME APPLIANCE MANUFACTURING CO.**

35 SOUTH RAYMOND AVE. • PASADENA 1, CALIF.

as a fire-fighting tool to break down doors or wall sections, and for other varied purposes. It is made by the A and F Manufacturing Co., Dept. SBS, 1423 28th Street, Sacramento, Calif.

Precision machined, heat-treated, and case-hardened at points of stress, the Twin-Claw tool weighs about 4½ pounds. The head measures 5" and the handle 30". A smaller size will soon be available.

**Write for P189. Use card page 80.**

#### PORTABLE ROD BENDER



One rod bender that does the work of four ordinary benders is announced by the J. B. Sebrell Corp., Dept. SBS, 300 South Los Angeles Street, Los Angeles 13, Calif.

The Sebrell unit bends flat steel bar up to 2½" x ½". It bends round and rectangular steel and reinforcing steel bars up to 1" and steel pipe up to 1¼". Steel, aluminum, and copper tubing can be bent up to 1½" x ½" diameter.

**Write for P190. Use card page 80.**

#### CUTS SWITCH-BOX HOLES

The Quickutter is a tool that cuts switch-box holes neatly and quickly in dry-wall construction. It is made by Hartmeister, Dept. SBS, Room 55, 2020 West Barberry Place, Denver 4, Colo.

It comes with cutting heads for 2" x 3", 2" x 4", or 4" round openings. It cuts through gypsum panels of ¾", ½", or ¼" thickness.

**Write for P191. Use card page 80.**

#### SCREWDRIVER LINE

The "Cadet Blue" is a complete line of 37 lower-priced screwdrivers announced by the P and C Tool Co., Dept. SBS, Box 5926, Portland 22, Ore.

Sixteen of the screwdrivers have standard keystone bits, with widths of ½" to 5/16" and blade lengths of 1½" to 9¾". Nineteen of them are cabinet type with straight bits in

width sizes of ½" and ¼" and blade lengths of ½" to 9¾". Two are Phillips type with No. 1 and No. 2 bits.

Each screwdriver has a blue plastic handle.

**Write for P192. Use card page 80.**

#### VERSATILE HACK SAW

The Star hack saw frame meets the mechanic's need for a durable saw that can be used in close quarters. It is made by Clemson Brothers, Inc., Dept. SBS, Middletown, N. Y.

The frame is of single-member construction with comfortable Tenite butyrate plastic handle molded directly onto the steel.

The tool adjusts for standard 10" and 12" blades. The rust-proof steel back comes in glossy or crackle finish.

**Write for P193. Use card page 80.**

#### WOOD FLOORING TOOL

Jewett Products, Dept. SBS, Woodbridge, Conn., has developed a special flooring tool said to enable the carpenter to tighten the last boards for surface nailing with ease and speed.

Called the Squeeze-E-Z flooring bar, the tool has an adjustable foot that makes its use possible in any width of space between the last board and wall. It will not twist, slip, or damage the wall or floor.

**Write for P194. Use card page 80.**

#### SIMPLIFY GLAZING

Three handy tools to simplify glazing of windows are announced by the Fletcher-Terry Co., Dept. SBS, Forestville, Conn.

The Tiny Trimmer is a paint scraper with two blades for removing paint and labels from windows.

The Diamond Clipper eliminates hammering awkward triangle points into a sash with a screwdriver or chisel. The clipper easily and quickly drives a neat triangle glazier's point into wood sash.



For the Do-It-Yourself market, Fletcher-Terry offers the HM-50, a small electrical putty softener priced for handyman ownership.

**Write for P195. Use card page 80.**

#### ORBITAL MOTION' SAW

The model 148 bayonet saw made by the Porter-Cable Machine Co., Dept. SBS, 68 Exchange Street, Syracuse, N. Y., cuts plastic lami-

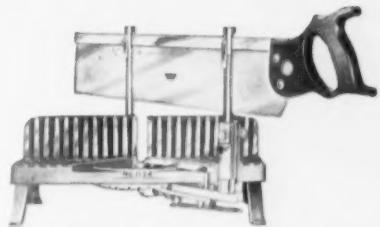
nates, ferrous and non-ferrous metals, as well as all kinds of hard and soft woods.

The orbital action of the blade eliminates blade-breaking heat and friction. Blades stay sharp up to 30 times longer.

The new saw is also available in kit form, including six wood-cutting blades, six metal-cutting blades, angle adjusting base, base insert, carrying case, wrench and wrench holder, and tube of grease.

**Write for P196. Use card page 80.**

#### SMALL MITER BOX



The model 1124 Langdon miter box is a smaller, more compact version of the Langdon Acme box. It is a precision machine for cutting angles in wood, announced by the Millers Falls Co., Dept. SBS, Greenfield, Mass.

This smaller model has a rugged, one-piece cast-iron bed and back. Other parts are of steel, nickel-plated where exposed. The extendable swinging lever travels freely from 45 to 90 degrees right or left, and it locks automatically at frequent angles.

The maximum capacity is 10½" at right angles, 7½" at miter.

**Write for P197. Use card page 80.**

#### WALL PRODUCTS

##### FOR DRY-WALL SANDING

Fabricut is a mesh-type material of silicon carbide mineral grains resin-bonded to a synthetic cloth backing. It is made by the Minnesota Mining and Manufacturing Co., Dept. SBS, 900 Fauquier Street, St. Paul 6, Minn.

Usually used for dry-wall sanding in grits of 100 or 120, Fabricut feathers tape and plaster seams smoothly and evenly.

**Write for P198. Use card page 80.**

##### LOW-COST WALL PLANK

Super Plank is an inexpensive wall panel introduced by the Superior Wall Products Co., Dept. SBS, 4401 North American Street, Philadelphia 40, Pa.

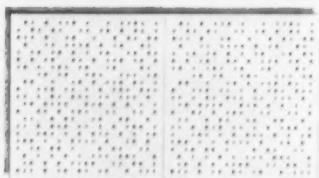
Each package contains six Super

Planks, 16" wide and 8' long; seven molding strips in matching color; all necessary nails; bottle of touch-up color, and easy-to-follow installation instructions.

Super Plank is made in spright green, cameo pink, champagne beige, and antique ivory. It is applied directly to studs. One package covering 8' of wall retails for \$16.

**Write for P199.** Use card page 80.

### PERFORATED TILEBOARD



Twintex Tileboard, with random-spaced perforations and a linen-like finish, is announced by the Celotex Corp., Dept. SBS, 120 South LaSalle Street, Chicago 3, Ill.

The units measure 12" x 24" and are cross-scored to look like square tile. The white finish extends over all bevel edges and cross-scoring to provide continuity to the surface color.

The tileboard has an "E-Z" tongue-and-groove joint that conceals nail-heads or staples, and securely interlocks the units. Twintex takes paint easily, to fit in with changes in decoration.

**Write for P200.** Use card page 80.

### CRACK-PROOF TILE

"Starfire" is a ceramic-on-steel wall tile guaranteed against crazing, cracking, or color fading for the life of the building. This lightweight, economical tile is made by the Pepco Division, Bettinger Corp., Dept. SBS, Waltham, Mass.

The new tile is completely washable and resistant to all stains, such as lipstick, iodine, and crayons.

Starfire comes in pink, green, lime green, silver gray, black, yellow, delft blue, dresden blue, sable brown, tan, and white. Its high-fired ceramic finish resembles that of polished granite.

**Write for P201.** Use card page 80.

### PLASTIC VAPOR BARRIER

Gering Products, Inc., Dept. SBS, Kenilworth, N. J., announces an extruded polyethylene moisture-vapor barrier film, called Ger-Pak.

This lightweight film comes in widths up to 20' and is wound on rolls of 100 linear feet or more, in thicknesses of .002", .004", .006", and heavier.

Made in black and transparent, it

is used under concrete slabs, in crawl spaces around foundation wall exteriors, over sub-flooring, and on the warm side of walls as a dust barrier.

**Write for P202.** Use card page 80.

### HARDBOARD PANELS

Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio, announces a new standard of stability for all Marlite prefabricated hardboard panels.

A stabilizing treatment reduces expansion and contraction to a minimum. It also substantially overcomes any tendency to warp.

Marlite is a tempered hardboard decorated with a baked plastic surface in plain colors, wood grains, and marble patterns.

**Write for P203.** Use card page 80.

### WEATHERMAKERS

#### AIR-CONDITIONERS

Two complete lines of air-cooled air-conditioning equipment are announced by Shana Manufacturing, Inc., Dept. SBS, 188 West Randolph Street, Chicago 1, Ill.

These Shana-Air units are made with 2, 3, or 5-ton capacities. Both are designed in modern cabinets for outdoor installation.

The SAR series is blower-driven and can be installed in attics, crawl spaces, utility rooms, and garages.

The SAAC series uses a propeller blade for outdoor application. A large face-area condenser has air-intake on two or three sides, and it discharges through the horizontal fan blade in four directions.

**Write for P204.** Use card page 80.

#### BUILT-IN COOLING UNIT



The Lewyt built-in wall air-conditioner has been placed on the market by the Lewyt Corp., Dept. SBS, 60 Broadway, Brooklyn 11, N. Y.

Tying in with "Operation Home Improvement," the Lewyt air-conditioner is easily placed in older homes. It can be installed under a window or along any outer wall. An opening is made in the wall to receive the unit's sleeve casing. Measuring 32" wide, 14" high, and 15"

deep, the unit installed has the appearance of a radiator grille, fitting flush with the wall.

**Write for P205.** Use card page 80.

### ATTIC VENTILATOR

A fan to ventilate attics in homes with or without air-conditioning is announced by Huntington Industries, Inc., Dept. SBS, 2368 Prospect Street, Memphis, Tenn. It is called Thermoflow.

The maker points out that in summer an unventilated attic provides a blanket of hot air that radiates heat below and keeps an air-conditioner running overtime to compensate. A home that isn't air-conditioned often needs no other cooling once this blanket of hot air is removed by an attic fan.

The Thermoflow can be installed under any type of roof. It starts operating automatically when the attic temperature reaches 95 degrees.

**Write for P206.** Use card page 80.

### ALL-YEAR 'CLIMATIZER'

The Carrier Corp., Dept. SBS, Syracuse 1, N. Y.—maker of Carrier Weathermaker air-conditioning units—announces a line of Winter Weathermaker furnaces.

The new furnace line permits simple, economical adaptation to year-round air-conditioning with the cooling units. Vertical models of the furnace are available with matching plenum on top that serves as a section of the duct.

**Write for P207.** Use card page 80.

### PERIMETER HEAT

The Fanaire side-wall-type perimeter diffuser blankets the entire walls with a curtain of warm air. It was engineered to provide a pleasing appearance by the Auer Register Co., Dept. SBS, 6600 Clement Avenue, Cleveland 5, Ohio.

The unit is installed close to the floor level to provide an upward floor-to-ceiling fan-shaped air pattern. The Fanaire unit is made in standard 10" x 6", 12" x 4", and 12" x 6" sizes.

**Write for P208.** Use card page 80.

### D-I-Y AIR-CONDITIONER

A self-contained residential air-conditioning system, whose installation is said to be simple enough for the Do-It-Yourself handyman, is announced by Amana Refrigeration, Inc., Dept. SBS, Amana, Iowa.

Called the "Central," the air-cooled air-conditioner is made in 2 and 3½-HP sizes. Because it requires no remote refrigerant lines or water-pipe

connections, the unit can be installed anywhere in the home.

The Amana air-conditioner can be connected with central heating systems to make use of the same ducts. Low-voltage thermostatic control is standard equipment on all models. Such accessories as prefabricated fiber-glass ductwork, air diffusers, return air grilles, and outside attic vertical grilles are available.

Write for P209. Use card page 80.

## WINDOWS

### LARGE SLIDING WINDOW



A sliding picture window is announced by Fleet of America, Dept. SBS, 1985 Walden Avenue, Buffalo, N. Y.

Regular double - thick window glass is used for both exterior and interior sash. The end windows slide to the center to provide a full-height open area, half the area of the entire window.

Sash are easily removed from the frame for washing. Both sash and frame are extruded aluminum. The window is assembled at the factory and is shipped ready to install.

Write for P210. Use card page 80.

### WINDOW SCREEN KIT

A Do-It-Yourself screen kit is announced by the American Screen Products Co., Dept. SBS, P. O. Box 37, Buena Vista Station, Miami 37, Fla.

Called the Homeshield screen kit, it enables anyone to put together an aluminum-frame window screen in minutes. A few kit sizes meet every requirement for standard windows and in-between sizes. Floor merchandisers are offered free.

Write for P211. Use card page 80.

### AWNING WINDOW UNITS

National panel windows opening outward are available with both a bar-type operator, as in top photo, or with a new roto operator, as in lower photo. They are made by National Woodworks, Inc., Dept. SBS,

## "Sell America's Leading Fireplace"



**BUILDERS  
and HOME OWNERS  
PREFER IT**

**3 to 1!**

No man—owner or builder—wants to put a fireplace in a house unless he is confident that it will work and last for the lifetime of the house. That's why 3 out of 4 have put their confidence in the Heatilator Unit.

#### The Heatilator Fireplace Unit . . .

**... has lived up to every sales claim made for it . . .** there are more Heatilator Fireplaces in use to prove those claims than all other makes combined.

**... has kept in step with progress over the years.** It has been steadily improved for more efficient operation. It is the only unit specifically designed for today's modern homes.

**... is the only fireplace unit with a positive Pressure-Seal Damper.** By sealing off the chimney air-tight, it eliminates costly loss of heat in winter and of cooled air in summer.

**... is sturdily constructed** with fully welded seams throughout and a one-piece boiler plate firebox designed to last under even the severest usage.

● Write for folder giving full details and specifications  
Heatilator Inc., 674 E. Brighton Ave., Syracuse, N.Y.

**HEATILATOR® Fireplace**



P. O. Box 5416, Birmingham, Ala. The sash is made with provision for double glazing for use in air-conditioned homes or colder climates. Both types of hardware are removable from the sash for easy window washing.

National Woodworks also has redesigned its double-hung window unit. Tests show this is one of the tightest double-hung windows on the market.

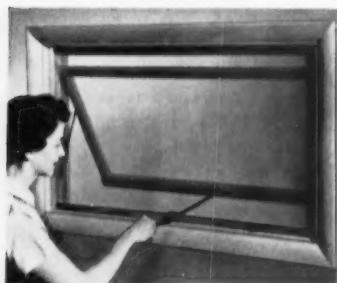
**Write for P212. Use card page 80.**

#### STACK AWNING WINDOW

Two major improvements in the Flexivent window unit are announced by the Andersen Corp., Dept. SBS, Bayport, Minn.

One is the Bar-Lock underscreen operator that assures tight closing of corners for weathertightness. The other is a pre-cut, toxic-treated Seal-Trim that includes exterior casings, subsill, and flashing, with a resilient vinyl gasket.

These windows can be stacked or placed side by side for versatile resi-



dential ventilation. They are particularly suited for bedrooms to give privacy and ventilation at the same time and to eliminate conflicts between windows and furniture arrangements.

**Write for P213. Use card page 80.**

#### WEATHERSTRIP-BALANCE

Spiraflex is a combination weatherstrip and sash balance developed by the Caldwell Manufacturing Co., Dept. SBS, 64 Commercial, Rochester 14, N. Y.

This combination unit is said to completely eliminate the "creeping" problem and to provide smoother operation.

The weatherstrip is of one-piece aluminum construction, with a double-ribbed lower section for added rigidity, and outside pressure flanges for tighter weatherseal.

**Write for P214. Use card page 80.**

#### INTERIOR SHUTTERS

Wing-Line "Fit 'n Finish" interior movable shutters now come in stock panel sizes. They are made by the Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Tex.

Made from highest quality seasoned pine in 15 panel widths, from 6" to 16", they are fitted on the job, cutting down on the dealer's inventory stock. Heights range from 21" to 85".

Two shutters can be used to meet in the center of the window, or several narrower shutters can be combined to operate accordion-wise as windows or as room dividers. They let in air and provide privacy at the same time.

The shutters are assembled with invisible double hardwood dowels and glue joints, milled edge stiles and rails, and fingertip-control movable louvers.

**Write for P215. Use card page 80.**

#### SHATTERPROOF PANES

Corrulux flat window panes can be dropped, stepped on, or even nailed in place, according to the Corrulux Division, L-O-F Glass Fibers Co., Dept. SBS, P. O. Box 20026, Houston, Tex.

They are made in seven stock sizes, conveniently packaged for easy stocking and selling.

Corrulux recently improved its Skylight Green color so that it now has a light transmission of 65 instead of 80. Its Sky Blue color now comes with improved blue pigments for longer life.

**Write for P216. Use card page 80.**

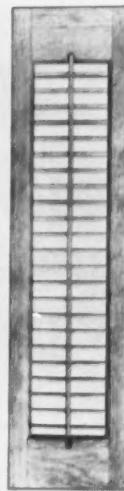


#### SECTIONAL WINDOWS

The Woodco Sectional is an especially versatile window, composed of single light units that join easily for any type of fenestration. It is made by Rockwell of Randolph, Dept. SBS, Randolph, Wis.

The Woodco Sectional is made in three basic units — roto-operated awning unit, stationary unit, and hopper unit.

**Write for P217. Use card page 80.**



#### WEATHERSTRIP-BALANCE

The Master-Thrift combination sash balance and weatherstrip unit offers the advantage of the Master-Liner one-piece full jamb liner and an efficient sash balance. The unit is made by Master Metal Strip Service, Inc., Dept. SBS, 1720 North Kilbourn Avenue, Chicago 39, Ill.

Designated No. 880, the unit will fit a standard  $\frac{5}{8}'' \times \frac{5}{8}''$  half-round sash plow.

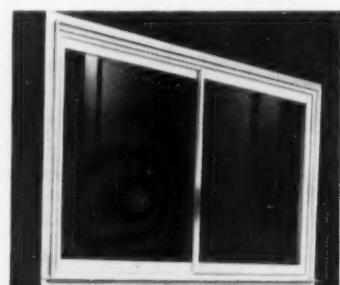
The Master-Liner unit includes a positive weatherseal with built-in cushion-type weatherstrip and built-in parting bead. It prevents "painting in" of the sash.

**Write for P218. Use card page 80.**

#### SLIDING WINDOW

A completely assembled horizontal sliding aluminum window, including glass, is offered by the Horizon Door Co., Inc., Dept. SBS, Flower and Paula Streets, Glendale 1, Calif.

The double sliding vents have separate positive-action locks, nylon rollers for permanent finger-tip operation, vinyl glazing bead, interlocking meeting stiles with dou-



ble weatherseal, nylon rattle-proofing guides, built-in plaster stop, and a pre-punched nail-on fin trim.

The Horizon window comes in a complete range of sizes, including picture window units with fixed center lights.

**Write for P219. Use card page 80.**

### WOOD CASEMENTS

The Farley and Loetscher Manufacturing Co., Dept. SBS, Dubuque, Iowa, have announced a streamlined wood casement featuring slender, rigid mullions.

These Qualitybilt windows have pre-fitted sash. Accurate machining makes the units easy to assemble and install, and all wood parts are treated with toxic, water-repellent wood preservative for long life.

The sash is available with divided lights or one light, including  $\frac{1}{2}$ " insulating glass; two widths, 16" and 20 $\frac{1}{2}$ " glass and five heights. Picture windows using standard 1" insulating glass also are available.

**Write for P220. Use card page 80.**

### HORIZONTAL WINDOW

An aluminum horizontal sliding combination window is announced by the Security Sash and Screen

Co., Dept. SBS, 20096 James Couzens, Detroit 36, Mich.

Fittings are tongue-and-grooved for easier operation. The screen panel is completely interchangeable, and a tension spring keeps the screen closely fitted to the storm panel. Two spring bolt clips are built into the storm panel to lock it in either open or closed position.

Vinyl is used for the screen spline and glass glazing for tighter fittings.

**Write for P221. Use card page 80.**

### MISCELLANEOUS

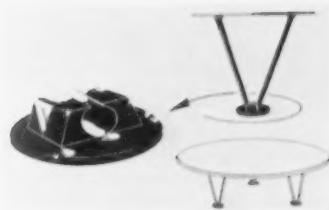
#### VINYL MOLDING

The A. Z. Bogert Co., Dept. SBS, West Point, Pa., announces a vinyl molding for use in installing acoustical tile. The same firm makes Acousti-Bond acoustical tile adhesive.

The flexible molding is installed simply by pressing it in place. It can be used on curved walls and bent around columns. It requires no painting, nailing, adhesive, retouching, or maintenance.

It is shrink-proof and non-combustible.

**Write for P222. Use card page 80.**



#### IRON LEGS, GUARDS

Plastic Floor - Guards to protect floors and rugs from wrought iron and brass legs are announced by Gerber Wrought Iron Products, Inc., Dept. SBS, 2540 Farrar Street, St. Louis 7, Mo.

Included with every set of Gerber hairpin legs, these guards also are packaged for sale separately. They are of black polyethylene to match the black wrought-iron legs.

Gerber makes a complete line of wrought-iron legs in many sizes and styles for stools, tables, chairs, TV stands, and barbecue grills.

**Write for P223. Use card page 80.**

### HOME SAFES

Home safes designed to fit between wall studs or floor joists have been introduced by the Yale and Towne



## Jayhawker<sup>®</sup>

### ALL-ALUMINUM SCREEN DOORS

**CONSTRUCTION:** Satin finish extruded frame, sag-proof corners, concealed attached hinges, finger-tip latch with inside lock.

**APPEARANCE:** Most beautiful.

**ECONOMY:** Lowest in price, easiest installed.

The Jayhawker comes complete with Expander channel for the hinge side of the door, Expander for the bottom, hinges, latch, two  $\frac{3}{4}$ " push bars, all necessary screws, and instructions for jiffy installation.

The side Expander has two 6" piano-type concealed hinges permanently attached in such a way that there is no necessity of even mortising the door jamb. This makes the Jayhawker the easiest to install of all aluminum door screens — self positioning and self aligning. Simply cut the side Expander to length, attach it to the jamb, and slip the door into place. Simple?

The kick plate being reversible, doors may be had drilled ready for the latch and can be hung with either side out eliminating rights and lefts.

Adjustable in width from  $\frac{1}{2}$ " undersize to  $\frac{1}{2}$ " oversize and in height to 1" oversize.

Standard Sizes: 2'6" x 6'8" — 2'8" x 6'8" — 3'0" x 6'8" — 2'8" x 7'0" — 3'0" x 7'0".

### MODERN PRODUCTS, INC.

1032 W. Kansas • McPherson, Kansas

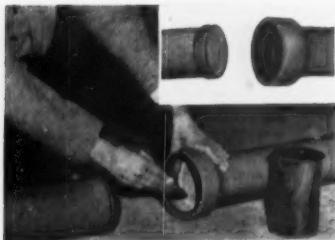
Manufacturing Co., Dept. SBS, 11 South Broadway, White Plains, N. Y.

These safes provide locking security and protection of valuables from fire. Formerly installed only in homes of the wealthy, these inexpensive safes can now help sell low-cost homes. They are guaranteed to withstand a temperature of 1,700 degrees F for at least an hour.

Both wall and floor safes are made of 22-gauge steel with an 18-gauge steel door.

**Write for P224. Use card page 80.**

### PLASTIC-JOINTED PIPE



Plastic Jiffy Joint clay pipe is said to be lower in original cost and more quickly installed than competitive products, according to the manufacturer, the Cannelton Sewer Pipe Co., Dept. SBS, Cannelton, Ind.

The new joint is made of bright red polyester plastic, die-cast permanently on the spigot end of the pipe at the factory. The bell end features a precision-cast bituminous socket that provides the flexibility needed for permanently tight joints.

Root plot tests show that the joint keeps the smallest roots out effectively.

**Write for P225. Use card page 80.**

### CLEANS CLOGGED PIPES

The Miller Sewer Rod Co., Dept. SBS, 4640 North Central, Chicago 30, Ill., announces the Miller Rod House clean-out unit for stopped-up drain and sewer pipes.

Within minutes it cleans out grease and roots in sewer lines up to 100 feet, and frees clogged wash basins, toilets, and drains. Merely turning the handle sends the Miller rod down the pipe for easy cleaning.

The unit is offered on a 30-day free trial basis.

**Write for P226. Use card page 80.**

### TUBE FOR ROUND COLUMN

A line of fiber-tube forms for pouring round concrete columns is announced by the Richkraft Co., Dept. SBS, 510 North Dearborn Street, Chicago 10, Ill.

Made from virgin kraft, Richkrafts are said to be much stronger than those made with bogus kraft. A special plasticized treatment makes

them weather-resistant and assures their stripping easily on the job, leaving a smooth, finished concrete surface.

Light and easily handled, the tubes come in 23 standard inside diameters and up to 50' long.

**Write for P227. Use card page 80.**

### LOW-VOLTAGE WIRING

The Pyramid Instrument Corp., Dept. SBS, Lynbrook, Long Island, N. Y., has introduced a low-voltage wiring device with a built-in transformer.

Called the Remcon, the unit allows home-owners to control a single outlet or fixture from any number of switches throughout the house. The Remcon is simple to install—the contractor merely fits the unit into the outlet box and matches the three wires of the unit to the switch wires. Since only six volts are required, No. 18 bell wire replaces the heavy BX cable normally used.

**Write for P228. Use card page 80.**

### ALUMINUM TRELLIS

An aluminum trellis, which reflects nearly 95 per cent of summer heat and never needs painting, is announced by the Nichols Wire and



Aluminum Co., Dept. SBS, Davenport, Iowa.

The aluminum trellis also eliminates rust-staining of surfaces against which it is mounted. A special silver-like finish is applied to make the trellis attractive during the bareness of winter months.

The trellis is packaged for easy display and storage.

**Write for P229. Use card page 80.**

### PORTABLE 'ELEVATOR'

The Stair-Glide fits over stairways to provide an easy ride up and down for persons who can not climb stairs. It is made by the American Stair-Glide Corp., Dept. SBS, 7204 Wyandotte Street, Kansas City 14, Mo.



Tried free for a week, the Stair-Glide simply plugs into any household electrical outlet. Estimated operation cost is 10 cents a month. It is operated by pressing a push button held in the rider's hand, with automatic stop at top and bottom. Since it fits on tracks only 12" wide, over half the stairway is left free for normal users.

**Write for P230. Use card page 80.**

### D-I-Y PEG LEGS

The Perry Furniture Co., Dept. SBS, 507 Monroe Avenue, Grand Rapids, Mich., offers a versatile line of wooden legs for use on Do-It-Yourself projects.

Two assortments are available. No. H-2 includes one set each of all plain and brass-tipped legs, including plates, screws, and directions; a display board showing seven sizes of legs, and two sets of L-6 plain Peg-Legs as a bonus. H-4 includes two sets of each leg length and style; display board; two sets of L-6 plain legs, and an extra bonus of a set of L-9 legs.

The legs range in length from 3" to 28" and are made with or without brass ferrules. Made of maple, they fit in either a straight or gently inclined position.

**Write for P231. Use card page 80.**



# SILENT SALESMEN

## HARDWARE DISPLAY



Forgecraft hand-finished hardware and wall plates are shown on a counter or wall display, which measures 17"x21".

Both the square-shaped and heart-shaped styles are shown in black and antique copper. The background is changed for the two types to show them off to better advantage.

Color illustrations show three typical installations.

**Contact:** Penn-Akron Hardware Corp., Dept. SBS, Woodside 77, N. Y.

## WALL TILE MOVIE

"Terraflex Vinyl-Asbestos Tile" is a 16mm sound and color motion picture that tells the story of two young home-owners who transform a basement area into a recreation area. It runs about 11 minutes.

The movie illustrates various design possibilities and gives detailed step-by-step procedures for installation of the tile. Prints of the film are available through Johns - Manville sales offices or New York headquarters.

**Contact:** Johns - Manville, Dept. SBS, 22 East 40th Street, New York 16, N. Y.

## WINDOW WALL CATALOG

Andersen's Unit Detail Catalog No. 561 shows popular groupings of the five wood-window units made by Andersen. Photographs of installations can be used to give customers ideas for planning their own homes to have a feeling of greater spaciousness through extensive use of glass.

Photographs also suggest the best Andersen unit to fill various purposes in different rooms.

Specifications and detailed sketches showing sizes of all units are in-

cluded in the 1956 catalog.

**Contact:** Andersen Corp., Dept. SBS, Bayport, Minn.

## CARDED HARDWARE

VisiPak carded hardware comes complete with screws in a transparent plastic "bubble" on a card with place for price and a hole to fit on a hook.

Thirty-five items in the VisiPak

line include a range of sizes of light narrow hinges, light strap hinges, light tee hinges, hinge hasps, corner braces, flat corner braces, mending plates, broad butts, and reversible butts.

**Contact:** Griffin Manufacturing Co., Dept. SBS, Erie, Pa.

## HARDWOOD GUIDE

"Fine Hardwoods Selectorama" is a handy reference guide for use by anyone who specifies, buys, or sells hardwoods or hardwood products.

Over 400 commercially available species of hardwoods are described,

## Sales Appeal



To the average consumer, there is nothing so anonymous as lumber. You can't put it in a pretty package, wrap it in cellophane, tie it with a ribbon, or give it the eye-appeal of supermarket products. And the average consumer can't see grade differences and values that are easily apparent to a professional lumberman.

You can give sales appeal to Southern Yellow Pine, though, when you request that the SPMI trademark, the grademark, and the name of the producing mill be stamped on each piece you buy . . . and sell.



P.S. For a complete list of mills producing SPMI trademarked lumber, the equipment they own and the products they make, drop us a note.

## SOUTHEASTERN PINE MARKETING INSTITUTE

P. O. Box 1005, Savannah, Georgia

giving geographical sources, color, pattern, characteristics, and general price range. Some 146 of the more popular hardwood types are illustrated, 38 in full-color.

**Contact:** Fine Hardwoods Assn., Dept. SBS, American Furniture Mart, 666 Lake Shore Drive, Chicago 11, Ill.

#### D-I-Y PRESERVATIVES

"Dan the Do-It-Yourself Man" is a booklet encouraging home-owners to use Woodlife water-repellent pre-

servative, containing Pentachlorophenol.

The booklet also features P. A. R. water-repellent finish for redwood and other woods of similar characteristics; Penta, the wood preservative for wood that is not to be painted; Raincheck for masonry; Stormy Weather for tents, awnings, tarpaulins, and canvas furniture, and Rainy Day for shoes and clothing.

Related radio and TV commercials and direct-mail literature are offered in a cooperative advertising program.

**Contact:** Protection Products Manufacturing Co., Dept. SBS, 2305 Superior Avenue, Kalamazoo, Mich.

**luxury look  
modest price  
easy installation**

3 good  
reasons why

more builders  
are turning to

**Temrock inc.**  
fiber glass plastic building panels

Functional, decorative Temrock panels offer unlimited applications. Compared to conventional building materials, they can be installed at less than half the cost . . . with ordinary tools. Saw . . . drill . . . nail . . . or bolt to any type of material! Temrock panels are shatterproof, safe and easy to clean . . . ideal for outdoor or indoor use. Complete range of sun-fast shades from clear to deep, vivid colors. Write to any Binswanger warehouse today for detailed information!

**BINSWANGER & CO.**  
FOUNDED IN 1872

Little Rock, Ark.  
Macon, Ga.  
New Orleans, La.  
Shreveport, La.  
Fayetteville, N. C.

Greensboro, N. C.  
Columbia, S. C.  
Florence, S. C.  
Greenville, S. C.  
Memphis, Tenn.

Austin, Texas  
Beaumont, Texas  
Dallas, Texas  
Fort Worth, Texas

Houston, Texas  
Port Arthur, Texas  
Richmond, Va.  
Roanoke, Va.

**GLASS  
MIRRORS  
STORE FRONTS**



#### TRADE-MARKED DOORS

All doors produced by the Mengel Co. are now being trade-marked as shown here.

The trade-mark is a wood dowel, containing the familiar "Mengel-Man" symbol. It is permanently inserted into the stile of every Mengel door.

Mengel officials assert that the trade-mark dowel assures good value backed up by Mengel's reputation as the world's largest manufacturer of quality hardwood products, including Mengel Permanized furniture.

**Contact:** Mengel Company, Door Division, Dept. SBS, Louisville 1, Ky.

#### CABINET HARDWARE

Illustrated catalog and price sheets are available on Select-a-Pak hardware assortments. Free Select-a-Pak display boards, panels, and layouts pertaining to specific assortments also are offered.

Each assortment is made up of select cabinet hardware, forged iron hardware, or shelf hardware items. The cabinet hardware comes in chrome, brass, or bronze.

**Contact:** National Lock Co., Dept. SBS, Rockford, Ill.

#### LU-RE-CO FOR REMODELING

For further promotion of Lu-Re-Co dealer-made panels, the Lumber Dealers Research Council has prepared an idea book showing how easily room can be added to existing homes.

Twenty-seven design ideas are included, sketched on paper with large squares the size of panels.

**Contact:** Lumber Dealers Research Council, Dept. SBS, 302 Ring Bldg., 18th and M Streets, Washington 6, D. C.

# ASSOCIATION ACTIVITIES



New dealer officers of the Louisiana Building Material Dealers Assn. are seen in photo at left. From left, they include Roy S. Brown Jr., Lake Charles, president; T. W. M. Long, Shreveport, second vice-president; and Robert L. Hamilton, Baton Rouge, first vice-president.

The group above includes Executive Vice-President Ned Ball, left, who congratulates George E. Knoop, New Orleans, upon 27 years' service as treasurer. Ball was elected association treasurer. Vincent Ogletree, right, is a new professional vice-president for the dealer group.

## Louisiana Dealers Told of Folly of Price-Cutting

PRICE-CUTTING is the principal sin of many in the retail lumber and building material business and net profit is being "sacrificed upon the altar of volume," according to speakers assembled from as far West as Amarillo, Texas, and as far East as Philadelphia for the 36th annual convention of the Louisiana Building Material Dealers Assn. in New Orleans, March 13-16.

Perhaps more significant to the life of this association than the themes of speakers were changes and impending changes in staff personnel where, in two cases the individuals involved have been reliable "fixtures."

After serving 27 years as treasurer of the association, George E. Knoop resigned from that position. At the convention he acknowledged a tribute paid him by a standing ovation.

To fill this gap, R. Needham (Ned) Ball was elected to be treasurer in addition to his responsibilities of executive vice-president. Although Ball is in robust health, he has been advised by his physician to take it progressively easier. This he intends to do, relinquishing most of his active supervision of association affairs after two or three years more.

Ball, as all Louisiana dealers know, went to New Orleans in 1940 to take over an association which consisted of eight members and indebtedness of \$100. The eight members then underwrote Ball's salary for a period of three months as an experiment to see if he could put the gasping organization back on its feet. There are now approximately 200 members and an association voice with some

authority in Louisiana.

Ball expects to turn over most management of next year's convention and, eventually, most management of association affairs to L. Vincent Ogletree, who at this convention was elected a vice-president. Ogletree formerly was secretary in the Lumbermen's Association of Texas.

The Louisiana dealers advanced Roy S. Brown Jr. to the presidency, succeeding Ivan M. Foley. Brown represents the South Street Lumber Company of Lake Charles.

The new first vice-president is Robert M. Hamilton, Plank Road Lumber Co., of Baton Rouge. The new second vice-president is T. W. M. Long, Pelican Lumber and Supply Company, Shreveport.

New directors are: Northwest, Clary Anthony, Springhill; Northeast: A. P. Kitchens, West Monroe; Southwest, Nolan Hutchinson, Duson; Southeast, Louis Goode, New Orleans; Central, Mark H. Souter, Baton Rouge; at large, Norbert W. Markel, New Orleans.

In his report to the convention, President Foley told the delegates their insurance dividend would come to them in the form of additional coverage and remarked on two highly successful four-day schools conducted by Ogletree, the new vice-president. He introduced Ogletree to the convention, commenting that association officers consider this an outstanding addition to the staff.

Watson Malone III, Watson Malone and Sons, Philadelphia, a past-president of N.R.L.D.A., had the subject, "Are Credits Too Long and Prices

Too Short?" He answered this question in the affirmative.

"A sale is no good nor complete," he said, "until you get paid for it and the easiest way to lose capital is to cut prices and then not get paid for the sale. If the other fellow has lower prices, there must be a basic reason and let's find out what it is. Salesmen are handicapped in that as a class they expect to be the highest in prices. The retail lumber dealer is highly price-conscious, but a tight credit policy never caused anyone to go broke. You gain respect when you expect to be paid in the proper manner and I don't understand why we let people push us around."

Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn., discussed the 10 most essential requirements of a successful dealer as these were selected by members of his association. They are: A business physically attractive, adequate and dependable merchandise, efficient and effective management, productive organization, sound ethical business practice, continuous marketing analysis, plan of operation, advertising and sales promotion, public relations, and continuous research and training.

"Competitive Distribution Can Be Solved" was the subject of Don A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn. and veteran Lebanon dealer, who said that retail business in all lines is suffering from indigestion. "We want to be sure of always under-pricing the other fellow, thereby sacrificing policies of good business on the altar of volume," he said.

"The objective of every business is to earn adequate profit and service is the only factor that can realize that objective. Too many are placing too much trust in government control of our economy. We are more interested in our competition than what goes on in our own business. The dealer needs more competition in service, not prices."

Horace Scott, Scott Lumber Co., Amarillo, Tex., with the subject, "Merchandising Through Your Personnel," said that, realizing he can not be the "low man" and make money, he concentrates on profitable business.

"We found out it was a waste of time waiting for competition to go broke," he continued, "and that there is no use letting the little price-cutting yards set our prices. The low buyers and the low sellers always get together.

**One thing** we insist on is top-notch, well paid and satisfied employees. We get a good man in a good job by paying decent income. Some of us don't mind investing five or six thousand in a car of green lumber, but hesitate investing less than that in a good prospective employee."

T. L. (Latane) Temple III of the Southern Pine Lumber Co. of Diboll, Tex., and chairman of the trade promotion committee of the Southern Pine Assn., championed Southern pine with the topic, "The Challenge to Southern Pine Industry."

"The Southern pine industry is concerned with standards and values," he declared, "and any calling survives or dies in the manner in which it defines its standards and guards its standards. If within the law an industry polices its standards, it discharges its moral obligation and profits in proportion."

## 5,000 Attend Carolina Convention in Charlotte's Fabulous Coliseum

OVER 5,000 PERSONS visited the building products exposition at the 33rd annual convention of the Carolina Lumber and Building Supply Assn. at the Coliseum in Charlotte, February 28-March 1, to set a new convention record, according to E. M. Garner, secretary-manager.

In the fabulous new half-spherical Coliseum, a total of 137 manufacturers, distributors, and associations displayed their building products and services to nearly 4,000 Charlotte residents and visitors Tuesday. Personnel from 350 dealerships in the two Carolinas, exhibitors, suppliers, and guests totaled nearly 1,200 the other two convention days, Garner estimated.

Best attended business session was that at which S. G. Harrington, supervisor of the Wage-Hour Division of the N. C. Department of Labor, reviewed the application of the Wage-Hour Law to lumber and building supply dealers. He spelled out ways dealers can determine their exemption under the Wage-Hour Law.

How lumber dealers can cash in on *Operation Home Improvement* was explained to the Carolinians by Don Moore, assistant director of the campaign from New York City. He said that OHI offered them an opportunity to increase profitable sales and service, and a challenge to provide one-stop service, including materials, services and financing, for the millions of families who will be tempted to make home improvements this year.

For dealers to get their share of

the "consumer's elusive discretionary dollar," Moore said they must make it easy for patrons to buy improvements. He urged the dealers to provide such one-stop service, to promote it, to use the OHI seal in ads and displays, and to cooperate in the local OHI coordination campaign as an active leader.

Laddie F. Miller, field supervisor for FHA, explained to the dealers the ease of financing home improvements through FHA-insured loans. He predicted that Congress would soon pass new legislation to put FHA Title I loans on a permanent basis, with more realistic terms of \$3,500 maximum loan for single dwelling improvements and five years to pay.

Z. A. Godwin of the U. S. Gypsum Co. showed colored movies of new and improved ways of handling building materials in and out of lumber yards. He described efficient ways to arrange warehouses for labor-saving use of fork-lift trucks.

Paul Ely of North Platte, Neb., discussed the services and programs of the National Retail Lumber Dealers Assn. Its first vice-president, he announced early availability of movies, scripts, and slides for local dealer clinics on instalment selling, estimating, administration, merchandise and advertising, and mechanical handling. He reported progress through meetings of NRLDA representatives with committees of jobbers and manufacturers in lickling distribution problems.

Ely said that bankers nationally expect to do \$2 billion more Title I improvement business this year, and



New officers and directors of the Carolina Lumber and Building Assn. are seen here following their election in Charlotte last month. Seated from left are G. L. Goodson, Lincolnton, N. C., president; Ansel Alewine, Taylors, S. C., first vice-president; Robert B. (Sleepy) McClure, Charlotte, second vice-president; and Ralph Bagnal Jr., Columbia, S. C., third vice-president. Standing are W. T. Spencer, Gastonia, NRLDA dealer-director; W. M. Spurrier, Charlotte, alternate NRLDA dealer-director; R. N. Barringer, Durham, director; J. E. Divelbiss Jr., Asheville, director; and E. M. Garner, Charlotte, secretary-manager.

declared that "I believe lumber dealers will do the job of servicing them through package selling and realistic pricing."

Don A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn., urged the Carolina dealers to make a better profit this year by insisting on realistic prices and getting them through better service and emphasis of value to the customer. He told the dealers to check and change prices periodically, and to trace the sales of personnel diligently, if they would earn a legitimate profit.

The profitable business that awaits the progressive dealer via the Do-It-Yourself market was analyzed for the Carolinians by Dillard Munford, head of the Munford Do-It-Yourself Stores in the Southeast. He estimated that of the \$21 billion market in home improvements and repairs this year \$7 billion would come from home occupants who will make their own installations and improvements. He said that 70 per cent of the Do-It-Yourself improvements are made by the women.

To serve the Do-It-Yourself trade, Munford said, dealers should advertise regularly, sponsor Do-It-Yourself schools, get the customers into the act in schools and store, play up confidence in their ability to make improvements, stress the convenience of self-done home improvements, and make sales for cash.

To meet the competition of prefabricated houses, dealers should make and sell component parts, Raymond Harrell, director of the Lumber Dealers Research Council, told the Carolina convention. He said the Lu-Re-Co system of construction now includes yard fabrication of trusses, wall and window panels, storage units, and interior partitions, which have been given approval by FHA, VA, the New York State Building Code, and the Pacific Building Code Congress.

The Lu-Re-Co system is fine for providing good shell housing for sweat-equity families and for Do-It-Yourselfers in more finished state, as well as for project and contract housing, Harrell declared. He said that in two years 1,000 lumber dealers had been franchised to produce Lu-Re-Co components, and they produced 11,000 Lu-Re-Co houses in 1955. He pointed out that this system permits dealers to get "your full mark-up on materials and a fair profit for you contractual services."

In introducing Harrell, Gordon L. Goodson of Lincolnton, N. C., explained that his firm had started a Lu-Re-Co housing project in Mt. Holly. They are selling a 1008-square-foot house and lot for \$9,750—15 per cent under conventional costs—and making 10 per cent profit on each house.

Goodson, who is president of the Seth Lumber Co. with yards in Lin-

colnton, Gastonia, and Mt. Holly, N. C., was elected president of the Carolina dealer association. He succeeded J. Alex Kendall of Florence, S. C.

The new vice-presidents are Ansel Alewine, Taylors Lumber Co., Taylors, S. C.; Robert B. McClure, McClure Lumber Co., Charlotte; and M. R. Bagnal Jr., Bagnal Builders Supply Co., Columbia, S. C. W. V. Groome continues as treasurer and E. M. Garner as secretary-manager.

J. E. Divelbiss Jr. of Asheville, N. C., and R. N. Barringer of Durham, N. C., were elected new members of the board of directors. Ken-

dall was added to the advisory council. He also is alternate to W. C. Godwin of Wilmington, N. C., as national councillor for the Carolina group in the U. S. Chamber of Commerce. W. T. Spencer of Gastonia was elected NRLDA dealer-director, with W. M. Spurrier of Charlotte as alternate. Robin S. Kirby of Charlotte was elected the new 1956 life member of the board of directors.

The famous Charlotte Boys Choir thrilled the buffet dinner audience Wednesday evening at the Hotel Charlotte. Clayton Rand, Mississippi editor and lecturer, entertained the Thursday banquet group.

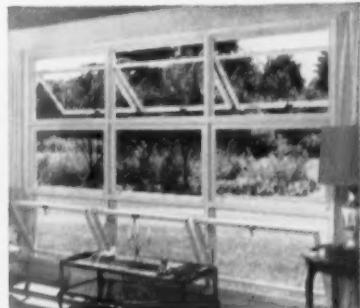
## MORE HOME-BUYERS WANT...



NEW FLEXIVENTS . . . with casements . . . awning, fixed and hopper.

# Andersen Windowwalls

COMPLETE WOOD WINDOW UNITS



## WINDOW BEAUTY BOOSTS HOME SALES — YOU PROFIT!

More home buyers want Andersen WINDOWWALLS than any other brand. They like Andersen weathertightness, easy operation, low cost, and the choice of many practical combinations. Builders like the easy, low cost installation. Cash in on the demand. Order Andersen Window units from our complete stock. Contact your nearest Huttig office, today!

### SHOW YOUR BUILDERS ANDERSEN WINDOWWALLS:

#### CASEMENTS

#### GLIDING WINDOWS

#### FLEXIVENTS Awning, Hopper, Fixed, Casement

#### PRESSURE SEAL DOUBLE HUNG UNITS

#### COMBINATIONS TO FIT MOST PLANS, BUDGETS!

## FOR QUICK SERVICE FROM COMPLETE STOCKS . . .

**Huttig** SASH & DOOR CO.  
Since 1885 St. Louis 10, Mo.  
Quality Millwork . . . Nationally Known Building Products

#### AREA OFFICES & PLANTS

Atlanta, Ga. • Charlotte, N. C. • Columbus, Ohio • Dallas, Texas • Jacksonville, Fla.  
Knoxville, Tenn. • Louisville, Ky. • Miami, Fla. • Nashville, Tenn. • Roanoke, Va.  
Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.

## Bob Briggs Heads West Virginia Assn.

Robert Briggs, manager of the Wright-Bachman Lumber Co. in Charleston, was elected president of the West Virginia Lumber and Builders Supply Dealers Assn. at the 43rd annual convention at the Daniel Boone Hotel in Charleston, February 24-25. He succeeded Paul Butcher of Weston.

Jack Parrish of C. A. Parrish and Co., Spencer, was chosen vice-president. John F. Barr of Fairmont continues as treasurer, and Sam H. Diemer of Fairmont remains state secretary. C. I. Cheyney of Bluefield continues as NRLDA dealer-director, with Barr as alternate.

The new West Virginia association board of directors includes Robert Mallotte of Wheeling, Waverly Curmes of Dunbar, Harold Eddy of Clarksburg, Sam Thompson of Beckley, Bass Perkins of Bluefield, Jim Dickerson of Huntington, and retiring President Butcher of Weston.

Speakers heard by the West Virginia dealers were Don Moore, Carl W. Nagle, George W. Kelly, and Art Briese. Billed as "America's knight of satire" from Hot Springs, Ark., Briese was the speaker at the closing convention dinner.

Assistant director of *Operation Home Improvement* from New York, Moore told the dealers why this national drive is "Your Greatest Sales Opportunity."

Nagle, secretary of the Northern Sash and Door Jobbers Assn., Chicago, explained "Millwork and the Jobber" in relationship to the lumber dealer.

Kelly, a Charleston dealer, explained the activities of local dealers carried on for the state association.

The two featured speakers for the Saturday business session of the West Virginians did not appear because their planes were grounded in Washington. These were Fred B. Morrison, executive secretary of the Voluntary Home Mortgage Credit Program, and John H. Else, counsel for the National Retail Lumber Dealers Assn.

## Kansas Dealers Meet

The annual meeting of the Kansas Lumbermen's Assn. will feature talks by Arthur T. Brink, wholesaler; Gates Ferguson, manufacturer; Ken Milliken, Southwestern assn. executive, and A. G. Fegles, West Coast lumber inspector. It will be held in the Lamer Hotel in Salina, April 17-18.

## 'Groutwall' Lowers Cost of Concrete Walls

Concrete poured into the holes of concrete block is saving money for some builders in cases where a poured concrete foundation wall formerly was necessary.

Called Groutwall, the new system is attributed to Architect Frank Lloyd Wright.

A typical 12" masonry wall costs between 60 and 70 cents a square foot, and poured concrete foundation walls cost from 50 to 60 cents a foot. An 8" Groutwall costs 45 to 55 cents a square foot. Tests show that Groutwalls stand up to 5,000 pounds per square inch.

The new Groutwall system was explained at the recent annual meeting of the National Concrete Masonry Assn. in New Orleans.

## NRLDA Board Meets in Washington, May 13-16

The spring meetings of the board of directors and committees of the National Retail Lumber Dealers Assn. will be held at the Shoreham Hotel in Washington, D. C.

Executive Vice-President H. R. Northup has announced the following schedule for the meetings: Executive Committee, May 13; district dealer meetings led by executive committeemen, May 14; meetings of committees on Standards, Labor Relations, 1956 Exposition, and Education and Merchandising, May 14; board of directors, May 15-16.

While in Washington many dealers will visit with their congressmen. A baseball game between the Washington Senators and Boston Braves will draw a dealer delegation on May 13.

## Georgians to Hear 'Profit Stimulators'

"Profit Stimulators" will be the theme of the annual meeting of the Building Material Merchants of Georgia at the General Oglethorpe Hotel in Savannah, April 16-18, according to Counselor Joseph G. Rowell.

Among the speakers who will relate their messages to profits are C. B. Sweet, assistant commissioner of FHA, on Title 1 loans; Jack Doscher, director of *Operation Home Improvement*, on OHI opportunities; C. W. Peek Jr., association president and Cedartown dealer, on cost surveys; Oertell Collins, Savannah

## CARTOP CARRIER SAVES TRIPS

This new craftboard cartop carrier does two jobs at once — it permits customers to take their plywood and other materials home with them, and it advertises fir plywood.

The cartop carrier is quite simple. It's shipped flat with the "Fir Plywood — building, remodeling" imprint already on it. Dealer imprints are on stickers that are shipped separately for applying at the store. The flat craftboard is pre-creased for easy folding. Push-out sections of the board hold the unit in shape.

When ready for use, the carrier is about three feet long, triangular in cross-section, and 3 1/2 inches on a side. Two units are placed crosswise atop the car. The load is put on them and tied down. The whole operation takes only a few minutes.

The cartop carriers are available from the Douglas Fir Plywood Assn., Tacoma 2, Wash., and also from plywood jobbers.



dealer and NRLDA executive committeeman for the Southeast, on trade association services; and John P. Clos of the John Hancock Life Insurance Co., on group insurance.

Ed Libbey, secretary of NRLDA, Washington, will discuss application of the Wage-Hour Law. Clarence N. Walker, a Coca-Cola Co. executive, will tell dealers why "Public Relations Is Your Business."

A golf tournament, smorgasbord shore dinner, and dance Monday, a luncheon talk by Edmund H. Harding, Tar Heel humorist, and tour of historical Savannah Tuesday will be the principal social diversions for the Georgia dealers and suppliers.

Hollenbeck, a market analyzer for retail lumber yards, is regarded as an expert in yard management, efficiency, and profitable operations.

He stated that "while the lumber industry is enjoying the highest sales volume in its history, it is also suffering from the lowest net profit." Corrective measures suggested by Hollenbeck were "proper pricing of merchandise, inventory control and understanding the principle of 'fore-cast' management planning from current operating statements."

In the aviation industry, Hollenbeck pointed out, the pilots no longer fly by the seat of their pants; they

have changed to instruments in order to keep pace with modern flying. Why should retail lumber and building material dealers hold on to old-horse trading methods of doing business?

## Texas Agency Lends \$5 Million in Year

Organized and financed by retail lumber dealers in the state, the Lumbermen's Investment Corp. of Texas completed its first fiscal year on February 29. In that year the

## CONVENTION CALENDAR

April 11-12 — **Arkansas Assn. of Lumber Dealers**, Marion Hotel, Little Rock.

April 15-17: **Lumbermen's Assn. of Texas**, Coliseum, San Antonio. Exhibits.

April 16-18: **Building Material Merchants of Georgia**, General Oglethorpe Hotel, Savannah.

April 17-18: **Kansas Lumbermen's Assn.**, Lamer Hotel, Salina.

April 19-21: **Florida Lumber and Millwork Assn.**, Colonnades Hotel, Palm Beach Shores.

April 20: **Southeast Missouri Retail Lumber Dealers Assn.**, Marquette Hotel, Cape Girardeau.

May 13-18: **National Retail Lumber Dealer's Assn.**, spring board of directors meeting, Shoreham Hotel, Washington, D. C.

November 27-29 — Fourth annual **Southeastern Dealer Convention and Building Material Show**, Biltmore Hotel, Atlanta, Ga.

December 10-13: Building Products Exposition and Clinics of **National Retail Lumber Dealers Assn.**, Conrad Hilton Hotel, Chicago. Exhibits.

## Okl. Dealers Complete Management Workshop

Twenty-five members of Oklahoma Lumbermen's Assn., representing top management for retail lumber and building material dealers of Oklahoma, held a successful workshop covering cost of operation and proper mark-up of merchandise, February 18-19.

Paul R. Hollenbeck, president of the Lumber Service Co., Los Angeles, Calif., conducted the workshop.



**TARTER, WEBSTER & JOHNSON, INC.**

1 Montgomery Street  
SAN FRANCISCO 4, CALIF.  
DOuglas 2-2060 Teletype SF 537  
P. O. Box 1731  
STOCKTON, CALIF.  
HOward 4-8361 Teletype SK 2

agency processed more than \$5,000,000 worth of home improvement and home mortgage loans for dealers throughout Texas.

Manager G. L. Francis reports that "we have handled home loans for about 150 dealers and FHA Title I improvement loans for some 225 dealers. A large number of home loans have been made where FHA and VA loans were not previously available. We have also been able to make such loans available in certain areas at a price which has been of a considerable advantage to the dealers in those areas."

Announcing that 650 lumber yards are now stockholders in the Lumbermen's Investment Corp., Francis asserted that "we have had a successful first year, and are looking forward to expanding our services during the coming year."

LAT officers — all dealers and members of the Lumbermen's Assn. of Texas — include President W. S. Drake Jr., Austin; First Vice-President Arthur Temple Jr., Diboll; Second Vice-President J. Lee Johnson III, Fort Worth; Third Vice-President H. L. Richards, New Braunfels; Secretary-Treasurer Gene Ebersole, Austin; General Counsel, W. B. Carsow, Austin.

Besides these officers, the board of directors of the Lumbermen's Investment Corp. includes 11 dealers.

## Mortgagees Favor Fancier Fronts, Larger Homes, Mississippians Hear

MORTGAGE FUNDS will be available to meet most home-financing needs in their state, members of the Mississippi Retail Lumber Dealers Assn. were told at their 30th annual convention in Biloxi, March 22-23. Nearly 350 persons attended.

C. B. Boone, vice-president of Reid-McGee & Co., Mississippi mortgage bankers, said that funds were most available for homes with three bedrooms and more than 1,000 square feet of floor space. He said a new fund source specifies greater variety of individuality in the fronts of homes than heretofore.

Boone and Cecil Bailey, secretary of Meridian's Home Federal Savings and Loan Assn., reported on surveys of mortgage bankers and S & L agencies as to loan practices and outlook. Mortgage bankers had been making mostly FHA and VA loans. Conventional loans were the big business for S & L agencies, although two-thirds of them were making some government insured and guaranteed loans.

Two-thirds of all lenders reported the outlook "good" for new home construction. Nearly 100 per cent

consider the remodeling outlook "excellent." Nearly half of the S & L agencies are open-ending mortgages for moderate home improvements.

Boone reported the creation of a new agency to tap pension and trust funds as a new major source of home mortgage funds. It is the Investors Central Management Corp. of New York City, formed by 30 mortgage banking members.

In explaining the services of the Voluntary Home Mortgage Credit Program, W. N. Fisher of New Orleans pointed out that "in the opinion of some, discount is an ugly word. Discounts have varied according to the amount of the borrower's equity as well as the type and location of the security, but in most instances have not been unreasonable especially when compared with prevailing prices for similar loans in the open market. Discounts are the only means of adjusting prices to meet the basic law of 'supply and demand,' where a fixed interest rate is involved."

Fisher said his agency had been able to help place 175 individual and 69 builder loans on Mississippi

### COMPLETE THIRD OKLAHOMA TRAINING COURSE FOR WOMEN



MOST OF the 19 women and men who attended the third annual training course for women in the building material retailing industry at the University of Oklahoma are seen in this picture. At left, Mrs. Monty McRee of Elk City tries out her feather duster on the OHI poster.

W. M. Morgan, secretary-manager of the Oklahoma Lumbermen's Assn., which sponsored the training course, presented each member of the class with a duster when he talked to them on *Operation Home Improvement*. He explained that women particularly dislike picking up mer-

chandise in a store that is laden with dust. "Since OHI will cause a lot more women to visit the lumber dealer's store, the need for dust-free, clean merchandise will be in great demand."

Among the experienced persons explaining modern specification and merchandising of building materials for new construction and home improvements were R. A. Parker and Al Carr, Ponca City dealers. Carr discussed the selection and training of a light-construction repair foreman. Parker told how to operate a home improvement department in a retail lumber business.

Persons attending the women's course included Mrs. Thelma Delano, Mangum; Mrs. Peggy Parsons, Pryor; Mrs. Ray Frazier, Tonkawa; Mildred English, Wichita Falls, Tex.; Mrs. Mary Bell Terry, Burk Burnett, Tex.; Mrs. Avella Massey, Hollis; Mrs. Betty Greenway, Shirley Leiphardt, and Mr. and Mrs. Howard Tatum, Oklahoma City; Donald Hardwick, Holdenville; Mr. and Mrs. O. J. Pearson, Hollis; Iva Mae Ludwig, Neta Swindell, Joe Black, W. D. Crosby, and Weldon Biles, all of the Bob Fraley Lumber Co., which has yards in Ardmore and Marietta.



New officers of the Mississippi Retail Lumber Dealers Assn. are looking forward to a great year in 1956-57. They include, from left, President L. P. Marshall of Sumner; Second Vice-President Perry Funchess of Cleveland; P. V. Graves, of Batesville, outgoing president; Secretary-Treasurer E. B. Lemmons of Jackson; NRLDA Dealer-Director Earle Jones of Jackson, and Dick Stockett of Jackson, alternate NRLDA dealer-director. A. S. Gilbert of Yazoo City continues as first vice-president.

houses in the 10 months it had been operating.

John Beach, Atlanta division promotion supervisor for the *Saturday Evening Post*, told the Mississippi dealers how they could benefit by pushing modernization and repair sales this year under the banner of *Operation Home Improvement*.

Ed Libbey, secretary of the National Retail Lumber Dealers Assn., explained how a dealer could determine whether he is exempt from the Fair Labor Standards Act.

In a luncheon talk, Mrs. Lucile La Chapelle, Chicago speech authority, urged the women to avoid using falsetto voices and the men to avoid guttural voices if they would be more likable and dynamic.

The following dealers were elected to the Mississippi association board of directors for a three-year term: R. G. Hyde of Clarksdale, District 1; F. C. Stebbins of Greenville, Dist. 2; J. P. Sartain of Yazoo City, Dist. 3; J. O. McDonald Jr. of Tylertown, Dist. 4; R. B. Vaughn of Biloxi, Dist. 5; Hugh White of Jackson, Dist. 6; Blanch McClanahan of Columbus, Dist. 7; Guy Gravlee Jr. of Tupelo, Dist. 8; and W. C. Simpson of Greenwood, Dist. 9. Bernard Welsh of Gulfport was elected to a two-year term to replace S. G. Thigpen Sr. in Dist. 5.

The new Steering Committee includes Wilson Virden of Rolling Fork, T. A. Higdon of Forest, R. F. Evans of Vicksburg, Fred Klyce Sr. of Sardis, W. L. Solomon of Belzoni, and Murphy Thomas of Tupelo.

Another good reason why it pays to be a **Dickey** Dealer

**Dickey Dealers backed by greatest ad drive in 70 years**

Practically every trade publication read by your customers during the next 12 months will carry Dickey advertising. Your customers will learn why Dickey Perma-Line Pipe is stronger, longer, straighter and rounder. They will learn why it is to their advantage to use Dickey Clay Pipe and Dickey Clay Products. This message will reach up to 6,500,000 readers during the next year. The men who see these ads are your customers . . . men who will specify Dickey Pipe and Dickey Products . . . for permanence.

*Providing improved sanitation for better living*

**W. S. Dickey**  
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., Meridian, Miss.,  
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary  
Salt-Glazed Clay Pipe**

ALWAYS IN DEMAND

*If it's made of clay it's good . . . if it's made by Dickey it's better*

# DEALER NEWS

## GEORGIA

DECATUR: Ralph Dobbins, formerly with the East Side Lumber Co. in Atlanta, is a new salesman for the Pattillo Lumber Co. here. He succeeded James Smith, who has joined the Evans McKinney Lumber Co. as a wholesale representative.

ATHENS: Armstrong and Dobbs, Inc., has completed a new display room for showing off some of its newer materials.

SAVANNAH: The Waller Lumber and Supply Co. has added a paint and hardware store to its operations. The firm is operated by Penn Waller.

## MISSISSIPPI

VICKSBURG: The Vicksburg Paint and Glass Co. held a grand opening February 13. The firm has enlarged its operations and increased the number of supplies and services it offers, including a huge new parking lot for customers.

BILOXI: The Bailey Lumber-Supply Co. has opened a new yard here that stocks "anything in the lumber and building material line." William R. Ballard is yard manager, and Norman N. Sartin and Sam McLellan are assistant managers.

## MISSOURI

TRENTON: The Galt Lumber Yard burned to the ground recently. Manager Warren Gibson was out of town attending a lumbermen's convention. Included in the damage were two delivery trucks.

MOBERLY: Elmer Nelson recently announced plans to open a new lumber yard on Highway 63. Opening day was scheduled to be about March 15.

JOPLIN: Duane Clayton has moved here from Poplar Bluff to manage the Charles C. Meek Lumber Co. He has been with the company for 16 years. He succeeded Clay Reding, manager of the Joplin yard since 1941, who was transferred to Spring-

field. There Reding will supervise the company's 16 retail yards spread across southern Missouri.

JEFFERSON CITY: The Roark and Runge Sash and Door Co. has modernized its plant. It is said to be one of the most modern plants of its kind in central Missouri.

## DELAWARE

WILMINGTON: Clement's Lumber and Supply Co. has started an unusual activity for a lumber firm — exhibiting the work of local artists. A new group of paintings is shown every two weeks.

## TEXAS

CUERO: Edmund J. Rehm is new manager of the Alamo Lumber Co. He moved here from Lockhart.

NORTH FORT WORTH: West Hikey recently was installed as president of the North Side Kiwanis Club. He is manager of the Chickasaw Lumber Co.'s North Side branch, having joined the firm in 1930.

PORT ARTHUR: H. B. Foster, lumber dealer and builder, has bought a 172-acre tract of land for

INSIDE CONSTRUCTION      OUTER CASING      ON THE JOB

**Majestic**  
**CIRCULATOR**  
with  
**Radiant**  
**BLADES**  
the HEATING  
fireplace !!

Contact your Majestic  
Wholesaler  
or write

The Majestic Company, Inc.  
414-B Erie St.  
Huntington, Ind.

**BETTER BUILT FOR BETTER BUILDING!**

- Designed with the mason in mind!
- Full smoke dome cuts erection time.
- Non-warping formed steel damper valve.
- Deep smoke apron for "smoke-guard" protection.
- Pressure-control arm holds damper at any opening.
- Angle Seals close gap between masonry and fireplace front.
- Radiant Blades add heating surface, guide circulating air, and strengthen firebox walls.

We are prepared to  
supply your requirements  
right through the year

RONDEROSA PINE • SUGAR PINE  
DOUGLAS FIR • WHITE FIR  
INCENSE CEDAR  
Mouldings and Interior Trim  
Jambs • Frames • Incense Cedar  
Venetian Blind Slats • Glued-up Panels  
Cut Stock • Box Shook

OUR SPECIALTY • MIXED CARS TO THE TRADE

The Ralph L.  
**SMITH**  
Lumber Company

Mills at Anderson, Red Bluff,  
Castella & Wildwood, California

Sales Office at Anderson, California

WPA FEDERATION

development. He announced plans to build 700 houses in the section.

**BAY CITY:** Glen White was named the outstanding citizen of 1955 by the Chamber of Commerce. White is with the Bay City Material Co. John Sutherland, retired manager of the Alamo Lumber Co. and one of two original founders of the Bay City Chamber of Commerce in 1919, was also honored at the same dinner.

**MARLIN:** The Haak Lumber Co. has increased its display and storage space with a 20'x40' addition.

**LUBBOCK:** The Cicero Smith Lumber Co. recently held open house for three new homes built on a speculative basis. One of the homes was built with Lu-Re-Co panels.

**AUSTIN:** W. S. Drake Jr. has been elected to the board of directors of the Santa Fe Insurance Corp. of America. He is president of the Calcasieu Lumber Co.

**EL PASO:** Hunt-Sheid, Inc., said to be the largest building materials firm in El Paso, recently held "open house" for its new building. Called the Building Mart, the firm strives "to bring tomorrow's materials to the public today," according to President J. L. Hunt. Construction of the building started in January, when the Hunt Sales Co., founded in 1929, and Sheid Homes, Inc., merged. J. K. Hunt is secretary-treasurer. J. W. Sheid Jr. is vice-president.

## NORTH CAROLINA

**DURHAM:** The Durham Millwork has moved to a new location, 3619 Hillsboro Road. The firm's working space has been considerably increased and it promises an even higher quality millwork and line of building supplies.

**CHARTERS OF INCORPORATION:** Superior Lumber Co., Asheville; Southern Mechanical Products, Greensboro.

## KENTUCKY

**LEBANON:** Don A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn., has been elected a director of the Louisville Title Mortgage Co. and the Louisville Title Insurance Co.

## TENNESSEE

**LEBANON:** The S. J. Hathcock and Son Lumber Co. here has been purchased by Jack Roberts. He also owns the Roberts Coal Co. The only changes in continued operation of the lumber firm will be the ownership and the name. It now is operated as the Hathcock Lumber Co.

## OKLAHOMA

**PERRY:** Harry Donaldson, local lumber dealer, has been named president of the advisory board of the Perry Memorial Hospital. He was chairman of the city hospital board while the new hospital was being constructed.

## KANSAS

**DUNLAP:** The Cobb Grain and Lumber Co. is celebrating 10 years of successful business this year. At

a recent celebration, the firm held "open house" and awarded door prizes to lucky visitors.

**CANTON:** The E. R. Burkholder Lumber Co. yard is being remodeled. Manager Lloyd Sebring said an older building at the south side of the yard will serve as a store and office building after remodeling.

**CHASE:** Art Kuster has moved here to manage the J. B. Houston and Son Lumber Co. He moved from Panhandle, Tex., but is a native of Coffeyville.

**ELLSWORTH:** The Lake Superior Lumber Yard is being rebuilt. Fire

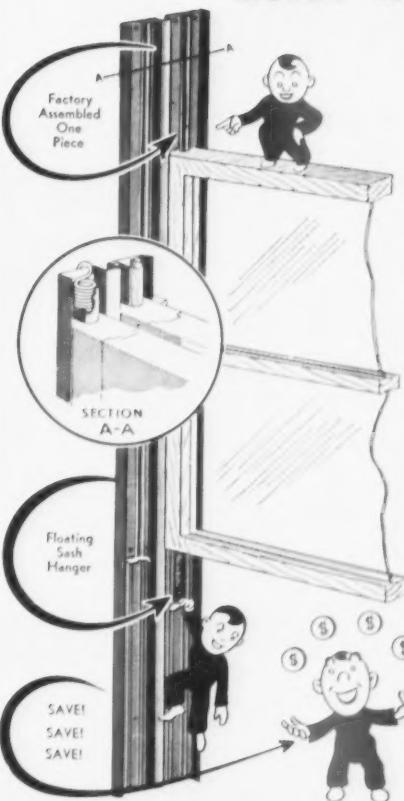
# SOUTHERN'S DROP-IN SASH UNIT CUT LABOR COST IN HALF — USE THE COMPLETE ONE PIECE BALANCE WITH BUILT-IN WEATHERSTRIP

## JAMB BALANCE No. 600

### Completely Factory Assembled

#### PROVIDES:

- ★ EASY TO INSTALL
- ★ FLOATING SASH HANGER — No Nailing
- ★ NOISELESS — Springs Flocked for Sound Proofing
- ★ BALANCED SASH — Normal Installation Requires No Additional Adjustment
- ★ NO MAINTENANCE — Corrosion Resistant Aluminum
- ★ SILENT, EASY WINDOW OPERATION



### Important Flange Features

- ★ MAXIMUM WEATHER PROTECTION
- ★ SASH CANNOT BIND OR STICK
- ★ SELF ADJUSTING
- ★ INSURES EASY LOCKING
- ★ FITS STANDARD SASH
- ★ ATTRACTIVE NEAT APPEARANCE

JAMB BALANCE NO. 600 gives full jamb coverage and is mitered on 14 degree sill pitch. The flexible base provides a continuous air seal that adjusts itself to conform to sash contraction and expansion. Cushion flanges provide tension adjustment.

**SOUTHERN METAL PRODUCTS CORPORATION**

921 RAYNER • PHONES BR 5-9147 & BR 5-1898 • MEMPHIS, TENNESSEE

destroyed the building last November 26. Plans call for a main storage shed in the center of the yard and four storage units.

## WEST VIRGINIA

CHARTERS OF INCORPORATION: Hammett Builders, Inc., Belmont.

## LOUISIANA

CHARTERS OF INCORPORATION: Dixon Plywood Corp., New Orleans; Gayle-Blevins Lumber Co., Lake Charles.

## OBITUARIES

**F. STUART FITZPATRICK**, 64. Manager, Construction and Civic Development Department, Chamber of Commerce of the United States, Washington, D. C.

**CLAUDE H. COUSINS**, 67. Co-founder, Cousins chain of lumber

yards in Missouri, Kansas, and Nebraska, which closed in 1936; retired president, United Lumber Industries, Kansas City, Mo.

**GOTEIN BENTON**. Owner and operator, Benton Lumber Co., Clarendon, Ark.

**EDGAR PIERCE HOBBS**, 64. Owner, Pierce Hobbs Lumber Co., Conroe, Tex.

## Makes Title I Loans for Tennessee Dealers

Organized and financed by Knoxville area lumber dealers, the Home Owners Finance Co. in Knoxville recently offered FHA Title I financing to building material distributors throughout Tennessee.

"Being an insured lending institution under the Federal Housing Administration, we are authorized to approve dealers for participation in handling FHA Title I sales," announced R. O. Brownlee, general manager of the Home Owners Finance Co. "By using our plan you can make these non-competitive sales with very little effort as we furnish an easily followed guide," Brownlee added.

## Tremont Adds Debarking

The Tremont Lumber Co., Joyce, La., added debarking and chipping operations to its far-flung activities during February.

Sawlog debarking now provides total utilization of the company's timber harvest.

H. P. Greer, general manager of the plant — one of the largest sawmilling operations in Louisiana, pointed out that the four live log decks are built entirely of wood.

## Tree Body Incorporates

The Industrial Forestry Assn. soon will become a non-profit corporation. This is a change from the original status of voluntary association.

Officers named for the corporation by subscribers at a meeting in Portland recently are: R. F. Morse, president, and A. H. Brandis, vice-president, both of Longview; R. P. Conklin, treasurer, and W. D. Hagenstein, secretary, both of Portland. Hagenstein is also managing director.

The association and its predecessors have been actively encouraging better forestry throughout the Douglas fir region since 1933.

**NEW! ALL NEW....**

# Shower Magic

BATH ENCLOSURES

**NEW** throughout for 1956 and more beautiful than ever. **NEW** oversize extruded frames with distinctive fluted design. **NEW** "Removable Panel" features — exclusive with Shower Magic. **NEW** Kleen-easy bottom track. **NEW** operating ease with exclusive "Hi-Impact Styrene" bottom guides.

### CHECK THESE EXTRA SELLING FEATURES:

- **EASY WAYS TO BUY**  
Completely assembled with glass 7/32" semi-obscure, plain or etched. Also available with fiberglass panels in choice of 5 colors.
- **HEAT-TREATED ALUMINUM FOR STRENGTH**
- **HIGHLY POLISHED . . . CORROSION-RESISTANT**
- **RIGID, HEAVY DUTY CONSTRUCTION**
- **INTEGRAL ROLLER AND GUIDE FINS**
- **EASY INSTALLATION . . . AND FAST (1/2 THE AVERAGE TIME)**

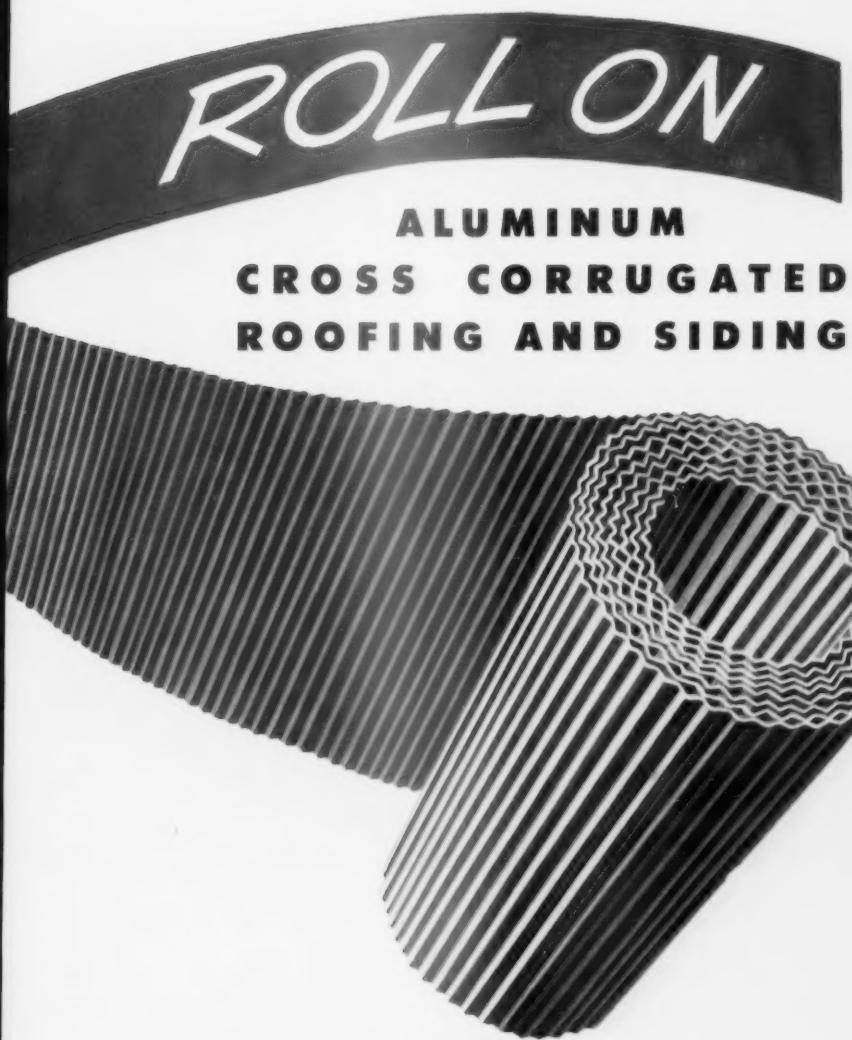


**LOOK—WE'VE MOVED!**  
To a larger, new and more modern plant with greater production facilities and personnel, to keep pace with the growing popularity of Shower Magic.

**DARYL PRODUCTS CORP.**

7240 NORTHEAST 4th AVENUE, Dept. S, MIAMI, FLORIDA PHONE 84-2651

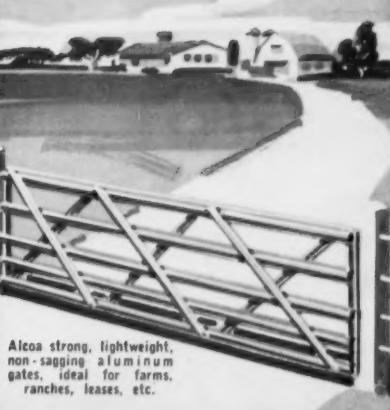
Ask us for franchise details and attractive brochure on **Patio Magic**, the dramatic Patio sliding glass door for contemporary or traditional architecture.



# ROLL ON

## ALUMINUM CROSS CORRUGATED ROOFING AND SIDING

Granite City Strongbarn  
galvanized, corrugated  
steel.



Alcoa strong, lightweight,  
non-sagging, aluminum  
gates, ideal for farms,  
ranches, leases, etc.



Building Shapes and Roll  
Edges, designed and made  
by Kelley to do the job as  
easily and as economical-  
ly as possible.



Builders' products from  
Kelley include all the steel  
you need: metal lath, nails,  
gutters, tin caps, etc.

### No more storage and inventory problems

A few of these rolls will put you in the aluminum business at minimum cost. You simply cut the length you need as you sell it. Kelley aluminum rolls come in 28- and 48-inch widths, in lengths of 50 or 100 feet. This roll roofing and siding is easily unrolled on the surface to cover, and the matching corrugations nest to form a tight, snug-fitting covering. One more of the fine products you expect from your Kelley man.



# Kelley

MANUFACTURING COMPANY

4800 CLINTON DRIVE — HOUSTON

134 Ellis Bean St. — San Antonio

9100 Ambassador Row — Brook Hollow Industrial District — Dallas

Whoa, Hannibal, there's our BONANZA!

Premier Nationally Famous

**THRESHOLD PLATES**

Increase Sales and Profits!

**METAL TRIMS, INC.**

P. O. Box 1072 • YOUNGSTOWN 1, OHIO  
P. O. Box 632 • JACKSON, MISS.

Write for New LOW PRICE LIST!



WEPCO ADJUSTABLE ALUMINUM WINDOW AWNING. 3 sizes fit any size window. Retails as low as \$15.95



DUO-MATIC COMBINATION WINDOW 3 Track Extruded Aluminum. Retails as low as \$15.95



KANGAROO SELF-STORING DOOR 3-lite design, only door with self-storage compartment.

SALES WILL CLIMB SKY-HIGH!



**WEPCO**

# Wonder-Trip Contest

MAY 1 - JUNE 30

**FIRST PRIZE:** Expense-paid, 3-country, 15-day Grand Tour of Europe for two. Plus 99 other prizes. Traffic builder: Contestants get free entry blanks from your store.

**SPECIAL DEALER PRIZE:** If first prize winner gets entry blank from your store, you also win a free European trip for two. **NATIONALLY ADVERTISED** . . . in Life, Good Housekeeping, etc. Special Co-Op Ad Plan . . . Free Merchandising Aids.

**STOCK THE 1956 WEPCO LINE OF EXTRUDED ALUMINUM COMBINATION DOORS**



DUO-DOR retails at \$39.95. 6 standard sizes, slightly higher in some areas.



DUO-DELUXE "PICTURE WINDOW" DOOR



DUO-DELUXE 2-LITE DOOR

WEPCO products are sold only through lumber and hardware dealers

 **the weather-proof co.**

1407 E. 40th St., Cleveland 3, Ohio

Warehouses in Cleveland, O.; Indianapolis, Ind.; St. Paul, Minn.; Rock Island, Ill.; Kansas City, Mo.; Detroit, Mich.; Camden, N. J.; Cincinnati, Ohio.

## HELPFUL LITERATURE

**FARM-BUILDING PLANS.** Twenty plans for farm buildings are offered to dealers to help them sell more steel roofing and siding. Typical of the plans are those for a cattle feeding barn, poultry laying house, grain bins, seed and grain dryer, portable calf brooder pen, cattle feeding shed. Tennessee Coal and Iron Division, U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

**LAMINATED PINE.** The Southern Pine Assn., Dept. SBS, P. O. Box 1170, New Orleans 4, La., offers a technical bulletin on the specification and use of glued laminated Southern pine. This is the eighth in a series of architects bulletins published by the association. Various types of arches also are listed.

**HARDBOARD USES.** "Hints for the Handyman" is a 12-page illustrated handbook telling where and how to use Masonite Preswood products. Twenty free plans are listed. Home Service Bureau, Masonite Corp., Dept. SBS, 111 West Washington Street, Chicago 2, Ill.

**TIMBER CONNECTORS.** The 1956 edition of "Teco Products and Services for Users of Wood and Forest Products" covers six different types of timber connectors and their uses. It shows how they provide many economies in a wide range of wood structures. Timber Engineering Co., Dept. SBS, 1319 18th Street, N. W., Washington 6, D. C.

**BATHROOM CABINETS.** Several consumer folders and catalog sheets picture and describe the General line of lighted and non-lighted bathroom cabinets. Also included are data on such bathroom accessories as towel holders, soap dishes, bathrobe hooks, towel rings, paper holders. General Cabinet Corp., Dept. SBS, 1809-11 West Thomas Street, Chicago 22, Ill.

**FIBER PIPE, FITTINGS.** Catalog No. 307 describes Orangeburg bituminized-fiber drain and sewer pipe and fittings. Sales points are reviewed. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

**SOUTHERN HARDWOODS.** "Buy Gum — and Other Southern Hardwood Plywoods" describes how the plywood process has aided in the development of wider uses for Southern hardwoods. Growth in the use of plywood floor blocks in oak, maple, and pecan is described. Hardwood Plywood Institute, Dept. SBS, 600 South Michigan Avenue, Chicago 5, Ill.

**SHEET COPPER USES.** A 112-page illustrated manual of "Modern Sheet Copper Practices" is offered

by the American Brass Co., Dept. SBS, Waterbury 20, Conn. It contains a series of detailed drawings in perspective, each with its own specification.

**PIPE NIPPLES.** Catalog No. 755 covers the Pittsburgh complete line of pipe nipples, with data on bending and fabrication. It covers welded steel, seamless steel, pressure tube, wrought iron, stainless steel, plastic, aluminum, red brass, copper, and

chrome-plated brass. Pittsburgh Nip- ple Works, Inc., Dept. SBS, 1455 Spring Garden Avenue, Pittsburgh 12, Pa.

**LU-RE-CO MODEL.** To enable dealers to show exactly how Lu-Re-Co panels fit together in framing and sheathing a house, a small model is available. This kit is described in a brochure. The kit consists of miniature panels that can be put together or taken apart in the same way as a house. They fit directly over a floor plan. National Plan Service, Inc., Dept. SBS, 1700 W. Hubbard Street, Chicago 22, Ill.

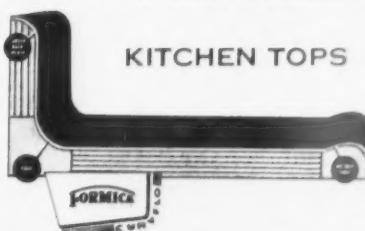
### BRUCE, HAVE YOU MEMORIZED THAT GEOMETRY LESSON?



**RIGHT, BILL! DEALERS GET A  
SQUARE DEAL WITH CURVFLO  
TOPS FROM ZUBER LUMBER CO.!**

*This is a hot item! A custom feature — standard priced!*

#### KITCHEN TOPS



If you're looking for a fast-moving item to offer during these heavy building months ahead, call Zuber for information on their beautiful Formica CURVFLO kitchen tops. These tops are all in one piece and can be adapted to bring this easy-to-clean coved back feature to any kitchen. You'll be pleased with the low price and wide variety of decorator colors and patterns you can sell — and sell — **AND SELL!**

**Write or call:**

**BILL ZUBER  
BRUCE BYRD**

**Zuber**  
*Lumber Company*

P. O. BOX 964  
TELEPHONE CRESCENT 6404

ATLANTA 1, GEORGIA

# MANUFACTURER NEWS

ATLANTA, GA.: David M. Baumann has joined the **Celotex Corp.** as a sales trainee, working from the Atlanta branch office. George Berry has completed his training course and is now a junior salesman in the Atlanta territory.

COLUMBUS, MISS.: S. E. Yarborough now represents the **McCloskey Varnish Co.** in Mississippi and Alabama. The firm has appointed several new salesmen to expand its service to dealers.

JONESBORO, ARK.: New **McCloskey Varnish Co.** salesman in Arkansas is Robert E. Puryear.

PORLTAND, ORE.: William P. (Bill) Downey has been promoted to supervising engineer of the Hyster Straddle Truck Division of the **Hyster Co.** He replaced H. Noel Dimick, who retired recently.

MINNEAPOLIS, MINN.: New retail sales manager for the **Minne-**

**apolis-Honeywell Regulator Co.**'s home products division is Alfred R. Howard. He will be in charge of the expanded line of automatic devices for the home. He recently was sales manager for the Permacel Tape Corp.

ALEXANDRIA, IND.: Board Chairman Melvin H. Baker of the **National Gypsum Co.** has announced that his firm is modernizing and expanding facilities for rock-wool acoustical tile at its Alexandria plant. Production will be doubled to meet the increasing demand for this product.

ROCHESTER, N. Y.: J. J. Spelman has been appointed merchandise manager for **Fasco Industries**' consumer goods division. The firm has expanded its activities in the electric fan and home ventilator field with the addition of a large plant in Fayetteville, N. Y.

SEATTLE, WASH.: Robert F. Myers Jr. has been named trade

promotion manager by the **Red Cedar Shingle Bureau**. The bureau secretary-manager, Virgil G. Peterson, also announced that R. Douglas Ross is now Midwest field representative. Myers formerly was a newspaper writer. Ross was an account executive with a Seattle advertising agency.

LOS ANGELES, CALIF.: The **Ajax Hardware Sales Co.** has been formed by the Ajax Hardware Manufacturing Corp. as a separate organization devoted to sales promotion, customer service, and public relations for its products. The headquarters are at 4355 Valley Boulevard.

MARSHFIELD, WIS.: The **Roddis Plywood Corp.** has bought certain assets of the California Barrel Co., Ltd., San Francisco, Calif. Included in the purchase is the Western Cooperage Co., Portland, Ore., which the barrel firm acquired in 1953. In the immediate vicinity, the firm has over 750,000,000 feet of timber reserves, included in the purchase by Roddis.

NEW YORK, N. Y.: The **Johns-Manville Corp.** has taken an option on a large gypsum deposit in southern Nevada and is considering entering the gypsum business. The exploration department also is examining other gypsum deposits elsewhere, according to Leslie M. Cassidy, board chairman.

CLEVELAND, OHIO: Norman M. Cornell, president of the **Gibson-Homans Co.**, announces that his firm has bought Lake City Tackle Products, Inc., and rights to produce "Davy Jones" fishing rods and accessories. Cornell's assistant, Adrian Hasse, will serve as vice-president and general manager of the new subsidiary.

LITTLE ROCK, ARK.: The **Penn Metal Co., Inc.**, Parkersburg, W. Va., has opened a district sales office in Little Rock. Guy C. Davis is manager of the district, which includes Arkansas, western Tennessee, and northern Mississippi.

CINCINNATI, OHIO: Louis and Joseph Guttman, president and secretary-treasurer respectively, have formed **Lifeguard Industries**. The new firm makes aluminum weatherboard and siding. Both men have been in the building materials business over 25 years, most recently with Lifetime Industries, Inc.

PORTLAND, ORE.: The Georgia-Pacific Plywood Co. has formed a wholly-owned subsidiary, **Georgia-Pacific Paper Co.**, to enter the paper-

## KAISER ALUMINUM EXPANDS S. E. STAFF



STANLEY

LEHMAN

STEINER

KAISER Aluminum's intensified new dealer merchandising program throughout the South has resulted in the addition of two new salesmen in the Florida-Georgia-Alabama territories, announces John A. McDorman, Atlanta district manager for Kaiser Aluminum and Chemical Sales, Inc.

Bob W. Stanley has been returned from the company's Miami branch to his former Georgia territory with headquarters in Atlanta as a building products representative.

Joe Lehman has replaced Stanley

in Florida after completing his Navy service. Lehman previously had been with Kaiser as a building products salesman in the Kansas City territory.

New with Kaiser, covering the Alabama territory out of the Birmingham office, is S. Gideon Steiner III. He formerly sold stocks and bonds, served with the Aluminum Products Co., roofing and shade-screening distributor in New Orleans, and operated his own screen fabricating business as the Home Improvement Co.

producing industry. The firm will build a kraft paper and paperboard mill near Toledo, Ore.

BOSTON, MASS.: New director of management services for the **Atlas Plywood Corp.** is John M. Rae. Formerly he was a sales manager for General Electric.

ATLANTA, GA.: The Southern district of the **Lowe Brothers Co.** has started a dealer expansion program. Manager T. H. Hollimon and Sales Manager Hoyt Simmons announced that closer cooperation with dealers is a part of the program.

TRENTON, N. J.: Stockholders of the **Baldwin-Hill Co.**, makers of heat and cold insulations, have voted to merge with one of its subsidiaries, Western Rock Wool Corp. This was part of the management's plan to bring into direct ownership of the parent firm all property and assets of its three subsidiaries. Baldwin-Hill has opened a new research laboratory at the Trenton plant, devoted completely to research in manufacture and use of mineral wool thermal insulating products.

KANSAS CITY, MO.: The **W. S. Dickey Clay Manufacturing Co.** recently honored G. R. Payne for 50 years of service. He is manager of the plant in Texarkana, Tex.

Ark. He joined an exclusive group of half-century employees which already included William Mitchell, manager of the Macon, Ga., branch; Ralph Martin, Kansas and Missouri manager, and Arthur Brading, Chattanooga, Tenn., plant manager.

TACOMA, WASH.: The plywood division of the **St. Paul and Tacoma Lumber Co.** has announced two appointments. Corydon Wagner Jr. is now assistant manager of the firm's Olympia office. Fred Peterson is new plywood plant superintendent.

## Ed Kirkman Heads Carolina Sales Group

Ed Kirkman, district manager of the National Gypsum Co., was elected president of the Carolina Lumber and Material Salesmen's Exchange at the annual meeting on February 28. He succeeded Johns-Manville's Charles E. Graham.

R. S. D. Cowles, Armstrong Cork Co., is new vice-president of the exchange. John Pritchard, paint and glass distributor, is secretary-treasurer. Directors include Morgan Brown, Certain-teed; C. V. O'Briant, Owens-Corning; C. W. Littlefield, American Door and Plywood; W. G. Polly, Celotex; C. H. Null, Philip Carey, and Past-President Graham. These men will serve as local chapter chairmen.

Under Graham's leadership, the salesmen's exchange sponsored a luncheon, including favors and prizes, for lady guests at the Carolina convention.

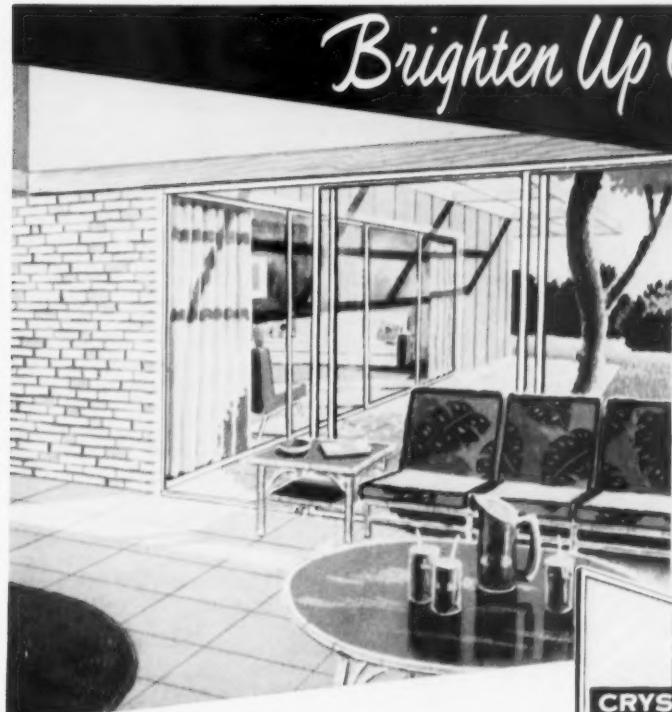
The ladies' auxiliary of the Carolina Lumber and Building Supply Assn. chose the following new officers for 1956-57: Mrs. Curtis L. Barber, Charlotte, president; Mrs. J. Alex Kendall, Florence, vice-president; Mrs. George Barnett, Charlotte, secretary; and Mrs. Ralph Bagnal Jr., Columbia, treasurer.

## Heads Sales Club

William P. Johnson, Atlanta branch sales manager for the Owens-Corning Fiberglas Corp., is the new chairman of the Fiberglas President's Sales Club. It is composed of the firm's outstanding branch managers in the nation.

Johnson's appointment as chairman came following his selection as a member of the club for the fourth time. He joined Owens-Corning in 1945, and has served as Atlanta branch manager since 1950. He previously had been a salesman in the Toledo general and Atlanta offices.

# Brighten Up Your Outlook



We also manufacture America's most outstanding Bath Enclosure in both the Custom and Rival Series... Write for full details

**Buy the Brightest Anodized Aluminum Glass Wall Units with the Exclusive Chromalum Finish**

- ALL DOORS BY-PASS
- WALL JAMBS ARE ADJUSTABLE
- FULL WALL JAMB FOR EACH OPENING
- NEWLY IMPROVED HANDLE AND LOCK
- TOP GUIDE CHANNEL PROVIDES DEFLECTION ADJUSTMENT
- GLAZING TIME CUT IN HALF
- 4 SCREWS DOES IT ALL
- COMPLETELY WEATHERSTRIPPED FOR CLIMATE COMFORT

**K D KITS ONLY**

All units are shipped K D in compact, easy to handle cartons. Frames are designed to take 3/16-7/32 crystal or 1/4 inch plate glass.

\*pat. applied for



**Sliding Door**  
MANUFACTURING COMPANY

2415 N.W. 75th Street, Miami, Florida • Phone PL 8-3314

## Loxscreen Occupies Larger Dallas Plant

The Loxscreen Co., Inc., has moved into a new building on Chancellor Row in the Brook Hollow District of Dallas, Tex., that triples its plant capacity there, according to President John W. Parrish.

The building will house expanded production of Loxscreen tension screens and Loxframe screens, and a complete stock of the Loxtrim line of aluminum moldings and asbestos trim for distribution in the Southwest. Fred Schoeck is plant manager for Loxscreen in Dallas.

The Loxscreen Co. recently acquired a plant in Atlanta, Ga., for manufacture of their Loxtrim line.

## Woodwork Producers Hear Mason on FHA

Almost half of the nearly \$40 billion in home mortgages insured by the Federal Housing Administration in the last 20 years has already been paid off, Norman P. Mason, FHA commissioner, told members of the Ponderosa Pine Woodwork Assn. The occasion was the associa-



## DARYL PRODUCTS IN NEW MIAMI PLANT

Seen above is the new factory of Daryl Products of Miami at 7240 N. E. 4th Avenue in that Florida metropolis. It contains 35,000 square feet of office, warehouse, and production space. President Alex Miller announces a new research department for development of new products. Daryl makes Shower Magic bathtub enclosures and Patio Magic sliding glass doors.

tion's February convention, held in Chicago.

Mason added that the losses during this period amounted to only 1/20th of 1 per cent. This assistance helped turn the country from a renting to a home-owning one.

James D. Rowland, vice-president of the Andersen Corp., Bayport, Minn., was elected president for the

coming year. He succeeded Paul W. Curtis, J. Neils Lumber Co., Minneapolis.

Other officers are Harold J. Ford, Tarter, Webster and Johnson, Inc., vice-president; E. W. Donahue, Wabash Screen Door Co., treasurer, and James F. Shively, Winton Lumber Sales Co., secretary. R. H. Morris continues as general manager.

## HPI Meet Spotlights Quality and Promotion

The need to follow-up success in trade promotion and quality control with increased activity in both fields was emphasized at the 12th annual meeting of the Hardwood Plywood Institute in Chicago recently. It was attended by an all-time high of 110 industry leaders.

C. U. Gramelspacher of the Jasper (Ind.) Wood Products Co. was elected president of the institute, succeeding Don Nichols of Valdosta, Ga. Eric Larson of Sheboygan, Wis., was elected vice-president, and Charles E. Close was re-elected secretary-treasurer.

Comments in a panel discussion on sales methods stressed the value of the HPI grade-marking and quality control programs. Panel members, however, cited the need for more rigid adherence to the standards by individual mills, and for training salesmen to understand and promote the grading system.

The need for new and increased promotional activities to capitalize on the success to date of the HPI trade promotion program was stressed in a second panel discussion. Graham Rohrer, public relations director of Georgia-Pacific Plywood Co., cited the advantages of following through on the HPI program at all levels by individual companies.

**WEL BILT VULCAN All Steel**

**GARAGE DOORS**

**THE Preferred GARAGE DOOR**

**COMPLETE WITH HARDWARE . . .**

**Manufactured By**

**Wel Bilt Vulcan Company**

**Sales Office**  
P. O. Box No. 95  
Memphis 1, Tenn.

**Factory At:**  
Little Rock,  
Arkansas



## Jenkins and Dickson Form Factory Agency

George P. Jenkins Jr. and Robert H. Dickson on April 1 formed a new partnership as manufacturers' agents in the Southeast for wood products and other building materials. Their firm name is the Jenkins-Dickson Co. Headquarters are at 3108 S. Boulevard in Charlotte, N. C.

They will represent the Menasha Plywood Corp., O. B. Williams Co., Arthur F. Tyler Co., and Port-O-Lite Co., Inc., throughout the Southeast from the District of Columbia to Louisiana. For the Menasha firm of North Bend, Ore., they will sell plywood and lumber, especially studs. For the Williams company of Seattle, they will sell fir and ponderosa pine windows, doors, frames, and molding. For the Tyler factory of Athol, Mass., they will sell ponderosa pine and sugar pine louvers and shutters. For the Port-O-Lite firm of Fitzwilliam Depot, N. H., they will sell hardwood door inserts and louvers.

In the Carolinas, Virginia, West Virginia, and D. C., the Jenkins-Dickson Co. will represent Master Metal Strip Service, Inc., of Chicago, makers of weatherstrips and sash balances. They also will represent the Howell Door Co., Dothan, Ala., producers of hardwood flush doors, in that area.

Jenkins and Dickson got acquainted and worked together as sales representatives for the Huttig Sash and Door Co. For the past two years Jenkins operated George P. Jenkins and Co. as manufacturers' agents. Dickson has been a salesman for the Yett Sash and Door Co. of Charlotte.

## Lehon Adds Lines for Sale by Lumber Dealers

The Lehon Co. will depend upon lumber dealers for distribution of its expanded line of building products, President E. A. Leonard told the sales personnel at a recent meeting in Chicago marking the golden jubilee of this producer of Mule-Hide brand building products.

"During the past year," he reported, "we have added production

and warehousing facilities at our Wilmington, Ill., and Memphis plants. We now are shipping our products from four other plants at Cincinnati, Middletown, Ohio, Houston, and Perth Amboy, N. J."

He said his firm had added new Mule-Hide lines of asbestos siding, asbestos wallboard, asphalt emulsions and other specialties. "And we now offer Mule-Hide dealers the Lehon 'Lusterline' of bathroom cabinets and accessories, ventilating fans, access doors, and electric bathroom heaters."

"The lumber dealer is a pillar in his community," Leonard concluded. "He has always provided the kind of good business sense and leadership that we have believed our brand name deserved. Our faith in him has never been shaken."

## New York Wire Cloth Plans \$3,000,000 Plant

Plans to spend \$3,000,000 for new buildings to house most divisions of the New York Wire Cloth Co. were revealed recently by President Louis D. Root Jr. "The new construction will permit our company to develop and manufacture new products in the wire-cloth field."

On a 60-acre site, a few miles west of York, Pa., the new plant will be erected in three stages. First construction will be a new building for the Durall Products Co. Division. This will be followed by construction of a one-story building to house administrative offices and research laboratories.

Final phase of the program will be construction of a new plant for the Wire Products Division. The only division of New York Wire that will not be moved to the new site is the wire mill near downtown York, which is currently being expanded with a \$350,000 appropriation.

## Orangeburg Expands Into Plastic Pipe Field

The Orangeburg Manufacturing Co., Inc. has announced plans to diversify its line with plastic pipe.

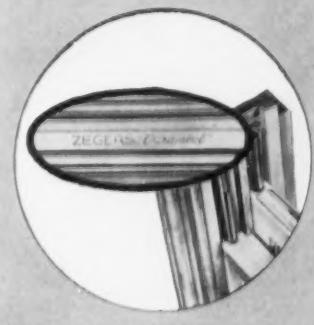
One of the leading manufacturers of electrical fiber conduit and bituminized-fiber sewer pipe, Orangeburg has started work on a plastic-pipe plant adjoining its present Orangeburg, N. Y., plant. Completion is scheduled for July.

The new plastic pipe will be marketed through existing Orangeburg distributor organizations. H. J. Robertson, president of the 63-year-old firm, said that the decision to enter this field was based on the imminent

## THEY LOOK FOR THE NAME



## ON THE PANE



## AND ON THE METAL

**ZEGERS**  
*Dura-seal*  
HELPS YOU  
MAKE SALES!

From start to finish... from display helps, window stickers and equipment identification to ads in national home magazines, Zegers has YOU in mind. Zegers tells dealers, builders and prospective home buyers to "look for the name on the window" . . . assurance of highest quality! It's a sales feature that helps sell homes. Write today for the complete story on this powerful promotion plus information on Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance.

**ZEGERS, Incorporated**  
8098 South Chicago Avenue  
Chicago 17, Illinois

*Everyone's a Prospect  
for...*



There are hundreds of do-it-yourself uses for these attractive, easy-to-install, solid maple legs. Smoothly sanded and ready to finish, they come in seven different lengths.



Supplied with glides, securely-threaded stud bolts and rigid metal plates for either vertical or slanted attachment. Complete in sets of four. Brass ferrules optional at additional cost.



**COLORFUL  
DISPLAY BOARD  
SELLS  
FOR YOU**

The attractive display above is easily mounted on wall or counter for instant eye-appeal.

*Get in on plus profits now with fast-moving PEG LEGS. For details, write:*

**Perry Furniture Company**  
SB 209 FRONT ST. N.W.  
GRAND RAPIDS, MICHIGAN

development of superior plastic materials.

John J. Halvorsen has joined this firm as manager of sales and development for its new plastic pipe division. To take the new position, Halvorsen resigned as technical director of plastic pipe and fittings for the Continental Can Co.

## '55 Greatest Year for Western Pine Industry

Better inventory methods, increased growth of new timber crops, and progress in utilization were cited as reasons for the sharp gain in timber resources in recent years, at the annual meeting of the Western Pine Assn. in San Francisco last month.

President A. L. Helmer told members that the Western pine industry had produced more lumber, shipped more lumber, and discovered it had more standing timber in 1955 than ever before. He added that a record of 8.7 billion board feet was set last year—almost 800 million more than the previous high reached in 1954.

Helmer was re-elected president. Vice-presidents are J. D. Brownson and A. B. Hood. C. T. Gray is treasurer.

The association approved written standards for finger-jointing of Western pine molding and other lumber products and appointed a new molding committee. This committee held its first meeting under the chairmanship of Enoch Israelson.

A. T. Hildman, chairman of the forest conservation committee, reported substantial gains in Tree Farms in the Western pine region. These now total 6,000,000 acres. He also said that some 1,000 professional foresters now are employed in this region by various industries.

Vice-president Bronson voiced a plea for continued emphasis on safety education, both in the mills and the woods.

Other speakers at the meeting included Lawrence D. Kellogg, president of the National Lumber Manufacturers Assn.; Leo V. Bodine, executive vice-president of the National Lumber Manufacturers Assn.; Charles A. Gillett, managing director of the American Forest Products Industries, Inc., and W. E. Griffie, assistant secretary-manager of WPA.

## Promote Foil Insulation

The Reynolds Metals Co., producer of aluminum foil, has joined forces with leading insulation manufacturers in a campaign promoting the advantages of foil-backed bulk insulation batts and blankets.

The Reynolds firm is cooperating with the U. S. Gypsum Co., National Gypsum Co., L-O-F Glass Fibers



**RICHARD B. STITT JR.** is the new sales representative in North and South Carolina for Ware Laboratories, Inc., Miami producers of a full line of aluminum windows. Before joining Ware, Stitt was with two Charlotte retail building supply firms, operated Piedmont Wholesalers, Inc., with Jim Wylie for nearly three years, and served briefly as a manufacturers' agent. He resides at 3424 Hayes Court in Charlotte.

Co., Johns-Manville, Gustin-Bacon, and Sealite Insulation Manufacturing Co.

These manufacturers are promoting the trade-marked "Triple Plus" advantages of foil-backed insulation.

## Formica Holds First Regional Sales Meets

Sales representatives and distributors of the Formica Co. between February 20 and March 19 attended the first regional sales meetings ever held by this manufacturer of plastic laminates.

Called "Sellorizons" meetings, they were held in Atlanta, Dallas, San Francisco, Chicago, Cincinnati, and New York City under the direction of L. J. Francisco, Formica's vice-president in charge of sales and advertising.

He said their purpose was to bring together Formica distributors and sales representatives for an up-to-date presentation of new products, processes, merchandising and selling techniques, and advertising and promotion plans. The meetings were patterned after a national sales meeting held in February in Cincinnati just for Formica salesmen.

# WHOLESALE NEWS



JACK BUTLER

## Dant & Russell Names Product Dept. Heads

APPOINTMENT of J. S. (Jack) Butler as manager of the Fir-Tex, Hardboard, and Panel-Shake Division of their firm has been announced by George M. Syversen, general sales manager of Dant & Russell, Inc., Portland, Ore.

Butler, in turn, has appointed Harold G. Frank as manager of the Fir-Tex Department, George Lavey as manager of the Panel-Shake Department, and Walter C. Walling as manager of the Hardboard Department.

Syversen also has appointed Orvie M. Johnson as assistant to the general sales manager of Dant & Russell. It is one of the largest factors in the lumber industry, distributing lumber, frames, moldings, plywood, doors, sidings, battery separators, Fir-Tex insulating board products, insulating sidings, hardboards, and millwork.

## Jobbers Meet in St. Louis

A new format for the spring meeting of the National Building Material Distributors Assn., to be held at the Chase Hotel in St. Louis, April 29 through May 1, was announced by S. M. Van Kirk, NBMDA general manager. Separate group discussions have been planned for each major product line: roofing, insulation, metal specialties, millwork, and others.

## McGinnis Wholesale Opens in Meridian

The McGinnis Distributing Co. is a new wholesale firm located at Key Field in Meridian, Miss.

James E. McGinnis Jr. reports that his firm carries complete warehouse stocks of fir plywood and lumber, oak flooring, Celotex products, knoty pine paneling, flush doors, and hardboard.

McGinnis also stated that his firm was "strictly wholesale" — no contractor customers. The firm plans to have two salesmen working out of the warehouse, one in eastern Mississippi and the other in western Alabama.

## Jobber Holds Trade Meetings on Windows

As wholesalers of the products of the Andersen Corp., Bayport, Minn., Toombs and Co. of Springfield, Mo., recently has sponsored a series of trade meetings on Andersen window units in Fayetteville and Mountain Home, Ark., and at West Plains, Noesho, and Versailles, Mo.

Attendance has exceeded 50 lumber dealers, contractors, and carpenters in each meeting, according to General Manager Dave Toombs. Don Hayner, St. Louis representative of the Andersen firm, conducted the meetings. Manager Toombs and his firm's local sales representatives, including Ray Morin and Bud Holland, have taken active parts also.

## New Filon Distributors

The Filon Plastics Corp. has appointed new distributors in the South for its line of fiber-glass reinforced plastic panels.

Among the new distributors are more branches of the Georgia-Pacific Plywood Co., in Baltimore and Easton, Md., and New Orleans, La.; Columbia Supply Co., Columbia, S. C.; Hayco, Jacksonville, Fla.; Olbon Distributing Co., Atlanta, Ga.; Southeastern Steel Co., Myers, S. C.; Plastic Products, Birmingham, Ala.; Building Products Supply Co., Inc., Wheeling, W. Va., and Cabinet Supplier, Inc., Huntington, W. Va.

Each company is equipped with factory-trained personnel to service dealers and others. Complete Filon stocks are maintained at each point.

# Redwood is our baby



... as it has been for over 90 years! All Hobbs Wall Redwood is handled with great care from milling through shipping.

It's your best buy—size for size, grade for grade.

Ask Your Wholesaler or Commission Man.

## HOBBS WALL LUMBER CO.

405 Montgomery St., San Francisco  
Garfield 1-7752 • Teletype SF-761



Hobbs Wall is Exclusive Distributor for  
**WILLITS REDWOOD PRODUCTS CO.**  
A CRA Mill



## WHY DIDN'T THEY GET WINDOWS WITH CALDWELL BALANCES?

Seems like a shame doesn't it, to think that they're stuck with those windows when they could have had good ones with Caldwell Balances. As for initial cost, in most cases there's little difference—even the so-called "economy" units usually cost as much before it's all said and done. The quality window with Caldwell Sash Balances is always the best buy in the long run.

### THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 68-year reputation for making quality products and standing behind them.

### CALDWELL SPIREX

For Residential Windows. The spiral balance that can be adjusted easily and quickly, *after* installation, for perfect balance. Operates smoothly and quietly.

### CALDWELL HELIX

For Commercial and Institutional Windows. The spiral balance specifically designed for heavy sash. Drastically cuts installation time with separate attaching arm and simple locking piece.

### CALDWELL TAPE BALANCES

For Residential, Commercial, and Institutional Windows. Widest range of types and sizes of tape balances made. All with high quality clock steel springs, high tensile tapes and heavy gauge housing.

For additional information or name of your Caldwell representative write to:

CALDWELL MANUFACTURING COMPANY  
63-C Commercial Street, Rochester 14, N. Y.

**CALDWELL**  
SASH BALANCES  
ROCHESTER, N. Y. • JACKSON, MISS.

## STRICTLY WHOLESALE

ALEXANDRIA, LA.: The **Davidson Sash and Door Co., Inc.**, plans a \$200,000 building to house offices, display room, mill, and warehouse. Much of the company's machinery and equipment will be moved from the old Monroe Street location and new equipment will supplement it for increased production.

RALEIGH, N. C.: General Electric has appointed **Central Lumber Sales, Inc.**, as its distributor of Textolite plastic laminate and Monotop already-formed counter tops.

BIRMINGHAM, ALA.: Jack F. Davies, vice-president and general manager of the **Tractor and Equipment, Inc.**, has been made a director of Associated Distributors, national trade organization of the construction equipment industry. Davies is a past-president of the Alabama state association.

ATLANTA, GA.: The **Universal Window Corp.** has added a salesman in the north Georgia territory. He is Ed C. Griffith, recent graduate in business management from the University of Georgia.

ROCKY MOUNT, VA.: R.O.W. Distributors, local manufacturers of millwork and distributors of building supplies, have changed their trade-name to **M. W. Distributors**. A company announcement explained



**JAMES M. GREEN III** has been elected vice-president and sales manager of the **Palmetto Sash and Door Co.**, Orangeburg, S. C. He is the son of the president, James M. Green Jr. The younger Green has learned the wholesale building material business from the ground up, having worked during vacations while in school and having traveled the South Carolina and Georgia territory.

that "we believe it advisable to make our trade-name more inclusive inasmuch as we manufacture Lif-Lox R. O. W. and other types of window units and handle many items of builders supplies." The "M. W." stands for Mill Work, according to Sales Manager Pat Ellis.

BALTIMORE, MD.: Raymond E. Boulay was honored with the Distinguished Salesman's Award presented by the Sales Executives Council of the Baltimore Assn. of Commerce recently. Boulay is with the **Harbor Sales Co.** Most of his 15 years of sales experience has been selling plywood wholesale.

CHARTERS OF INCORPORATION: **Claremont Wholesale Building Supply, Inc.**, Claremont, N. C.

MEMPHIS, TENN.: **General Extrusions of Memphis, Inc.**, has been named distributor in the Southern and Southwestern states for the extruded aluminum products of General Extrusions, Inc., Youngstown, Ohio. Jack Widman is president of the Memphis firm.

JACKSONVILLE, FLA.: Hugh S. Kimball has been made sales manager of the **Cameron and Barkley Co.**, which also has branches at Charleston, S. C.; Savannah, Ga., and in Miami, Orlando, and Tampa, Fla. Kimball joined the firm in 1941 as a salesman.

NORFOLK, VA.: The **West Industrial Equipment, Inc.**, has been ap-



**GEORGE (EDD) PARR** is now office salesman for **Central Woodwork, Inc.**'s Jackson, Tenn., branch. He has been in the retail lumber and building supply business since 1947, following five years of service in the United States Army.

pointed to sell and service the fork trucks, straddle carriers, and powered hand trucks made by the Clark Equipment, Battle Creek, Mich.

FRANKLINTON, LA.: The **Lumber Dealers Supply Co., Inc.**, Baton Rouge, has a new salesman in the Franklinton territory. He is Murphy L. (Sonny) Knight. Knight's grandfather, Murphy Bateman, and his father, Leon Knight, have been with the retail end of the business for many years.

ST. LOUIS, MO.: The **United States Plywood Corp.** is now occupying its new warehouse at 4268 Utah Street here. With 48,000 square feet of floor space, it is about twice as large as the former plant on First Street. The building is an enlargement of the former warehouse of the Associated Plywood Mills, Inc. USP acquired the latter firm's mills and warehouses about two years ago.

## NPDA To Meet in May

The National Plywood Distributors Assn. has announced that its annual convention will be held May 15 - 19. Meetings will be held at the Broadmoor Hotel in Colorado Springs.

Special train cars are being set up, and lower-than-usual hotel reservations are available.

## Mottoes by Binswanger

A "Let's Have Better Mottoes" campaign is being staged by Binswanger and Co., Southern distributor of building materials since 1872.

The mottoes are printed on cards with the Binswanger name, locations of various branches and warehouses, and identifying Binswanger as the manufacturer of Air Seal window units.

Typical are: "Accuracy is our watchword—we never make mistakes." "If you think the weather is hot you should look at the boss." "My best is none too good—don't bring out the worst in me." "Let's get down to business—unless you have another good story." "Flattery will get you somewhere—start talking."

## Kisses on Arbor Day!

Two beautiful Atlanta, Ga., girls passed out bundles of pine seedlings — and kisses — on Arbor Day to Northside Kiwanians who promised to plant the trees.

L. C. Hart Jr., chief forester of the West Lumber Co., spoke on reforestation. He said: "Dollar profits

alone, without kisses, are sufficient incentive for Georgians to plant more than 100 million pine seedlings every year. Growing timber on idle land is a sound investment."

## U. S. Plywood Sponsors Contest for Builders

The two builders who install Weldwood paneling with the "most imagination and ingenuity" during 1956 will each win 10-day trips to Europe for themselves and their wives.

Four days in Paris and three in London will highlight the trips. Transportation, sightseeing excursions, and hotel bills will be paid for by the United States Plywood Corp., which will send entry blanks on request.

The second prize will be a 21" color television set. Third prizes in six regions will be portable TV sets.

## DEALER'S BUDGET

(Continued from page 57)

are depreciation, insurances, taxes, etc.

Variable expenses are those which fluctuate somewhat more in accordance with sales volume changes.

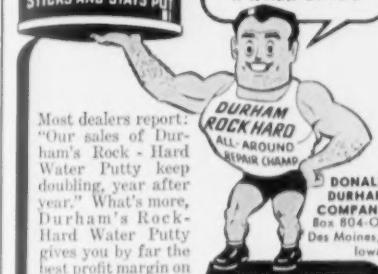
In a recent study of the Tennessee Building Material Association, it was determined that approximately 55% of operating expenses were fixed and 45% were variable.

Estimated yard expenses of \$13,640 are, therefore, \$7,502 fixed and \$6,138 variable. The fixed expense of \$7,502 divided by 12 will give a January expense of \$625. Referring to Exhibit 2, 5% of sales will fall in January; therefore, 5% of the variable expenses or \$307 are allocated to January. Allocations of the other expense classifications are made in the same manner in Exhibit 4.

The XYZ Company expects to lose money in January. At the end of January the "actual" column may be filled in and differences between budgeted and actual analyzed. In Exhibit 4, for February a "month" and a "year to date" columns are provided for both budgeted and actual figures — as they should be in the budget table for all months. The budget for the month of February shows a profit. However, for the two months the



**Here's the one that WON'T SHRINK**  
This modern plastic in powder form makes lasting repairs in tile, wood or plaster. Pays dealers a bigger profit. SELLS BETTER because it WORKS BETTER.



Most dealers report: "Our sales of Durham's Rock - Hard Water Putty keep doubling, year after year." What's more, Durham's Rock-Hard Water Putty gives you by far the best profit margin on any product of this nature. Use it yourself, and you'll quickly see why it sells so fast, and repeats so regularly. Many patching materials may shrink, fall out or chip off. Durham's Rock-Hard Water Putty does not shrink. Absolutely not. It sticks and stays put. You can saw or chisel it, paint or polish it to a velvet smooth finish. Easy to use. Keeps indefinitely. So economical. Just mix with water as needed. • Packed twelve 1-lb. cans or six 4-lb. cans to case. Keep some of each on display. Available in 25, 50, 100-lb. drums for industrial users. Order from your jobber.

### The PLASTIC Repair Material in POWDER Form

See us in Booth 119 at Lumbermen's Association of Texas Convention



CASH IN ON AN UNTAPPED MARKET OF HUNDREDS OF HOMEOWNERS IN YOUR COMMUNITY!

**EASY INSTALLATION** — It has been proven that Round Top Doors are easier to install than Square Top Doors.

**NO COSTLY INVENTORY** — Prompt 1 to 2 week delivery eliminates need for dealer to carry stock.

**GUARANTEED SATISFACTION** — Curvalum Aluminum Combination Products are custom built with the highest quality standards in materials and construction.

**NEWSPAPER MATS & WINDOW STREAMERS** upon request. Write for complete "Profit Picture" and information on closed dealer territories.

**CURVALUM** DOOR MFG. CO.  
15 Prospect Street  
Hewlett, L. I., N. Y.



## Easy! to operate install sell

Home buyers want the added convenience, extra space, low cost and dependable quality of ATLAS Folding Attic STAIRS.

And, builders want to give them these desirable features.

That's why ATLAS STAIRS are such good profit makers. They "turn over" rapidly. And, you deliver sound construction, quality materials and lasting satisfaction. Your reputation demands no less. You avoid costly complaints and keep your customers when you sell ATLAS STAIRS.

Nationally advertised ATLAS STAIRS meet all F.H.A. requirements and are product liability insured. Fully assembled and shipped as a complete packaged unit.

*Write us for specification details, simple installation instructions and name of your nearest ATLAS Jobber.*

### MARION T. DAVIS & CO.

Sales Representatives  
281 North Ave., N.E., Atlanta 5, Ga.  
Representatives wanted in open territories

### THE MARWIN COMPANY

Manufacturers

P. O. Box 567 • Cayce, South Carolina

company will still be in the red.

A monthly budget of this sort may be regarded as a goal as well as a guide to the dealer's operations for the year. Deviations or variances from the budget should be expected, and are not necessarily to be regarded with alarm — as long as management understands the causes of such differences.

## MODERN SERVICES

(Continued from page 59)

the rear wall of the store during late fall and winter, but when spring comes Lawson re-stocks the fixture completely and shifts it to a spot along the wall adjacent to the main entrance. Here it may be seen not only by everyone who enters the store but from the street as well.

When he wishes to spotlight any specific line, he shifts it to a spot directly behind the glass store front, where it may be seen from the street. He did this recently with a movable display of shop tools and volume jumped immediately.

When he spotlights a line in this manner, he sometimes ties it in with current advertising, depending on the amount of stock on hand.

A specialty-product fixture, also on casters, that has gotten much attention is the one with small sections of plywoods and hardboards.

The fixture is 36 inches deep and 60 inches wide, divided into eight compartments, each graduated in dimensions to handle various sizes of material. The largest compartment carries material 36 inches square, and sizes shown graduate downward to 16-inch squares.

This inexpensive fixture has done a lot for the company's sales of small materials to the Do-It-Yourself market.

"Being able to move our displays about enables us to have greater appeal to women," Larson points out. "Women like change and like to think that displays are kept fresh, as in a department store."

To broaden the company's service even further, the Lawson Lumber Company recently built a concrete block plant and operates it in the name of an affiliated company.

## HANDYMAN'S MART

(Continued from page 62)

and interior wallboard paneling, closet and colonial entrance, doors, insulation, metal rain and ventilating products, asbestos materials, and wood and composition flooring materials.

Behind the front cashier-wrapping counter are bins of short lumber boards, 3 to 4 feet long and  $\frac{1}{4}$ -inch thick. Species included for handymen, hobbyists, and mechanics are Honduras mahogany, magnolia, cherry, clear heart redwood, American walnut, clear white pine, Southern yellow pine, ash, vertical-grain fir boards, and also fir dimension.

Behind these lumber bins are the unfinished furniture and gift displays, and then the electrical department. Stocked with a full choice of lighting fixtures, lamps, and supplies, it is run on a concession basis by an experienced dealer.

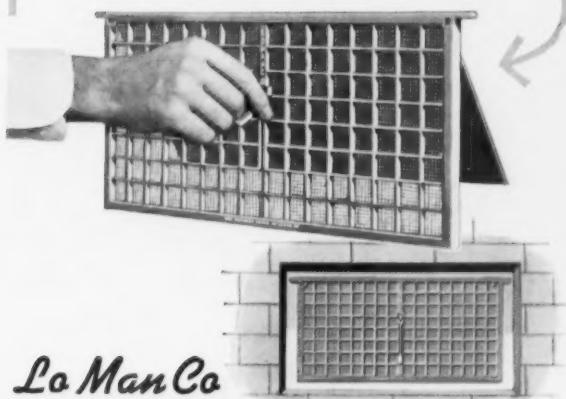
So is the lawn and garden shop, which is connected to the right side of the store to stimulate flow of customers from one to the other. Operated by an experienced nurseryman, it sells tools, seed, fertilizers, shrubbery, potted plants, and supplies and feed for pets.

The large sales shed in rear displays bulkier, heavier building materials and supplies. A long balcony on the left side shows — with price per square foot — built-in samples of asphalt, plywood, and yellow pine sheathing; aluminum lap siding and asbestos siding; two patterns of pine drop siding; redwood clapboard; cedar shingles and panels; ponderosa batten siding; tempered hardboard siding, and Texture 111 plywood paneling. At the end is the manager's office.

A balcony on the right side of the sales shed displays  $\frac{1}{4}$ -inch lumber paneling with price per board foot. Species displayed are upland oak, quartered Delta sycamore, Honduras mahogany, tide-water cypress, American black walnut, ponderosa pine, Western red cedar, vertical-grain Douglas fir, and Southern yellow pine.

Beneath this balcony is a large store of plywood, insulating board, hardboard, and gypsum boards, with some 1,500 panels filling 11 tiers of six shelves each. Less than sheet sizes of plywood and other boards are handy on live skids, as are other bulky items, such as

First choice of  
**builders from  
coast to coast!**



Lo Man Co

## FOUNDATION VENTILATORS

Why are Lo Man Co Foundation Ventilators the choice of more builders each day? Because they are an attractive, new improved and construction-tested design. . . They are made of die-cast aluminum alloys, and are far stronger than sand-cast scrap aluminum units already on the market . . . they will not rust or deteriorate . . . they're faster and easier to install . . . they're available in four models—all one standard 8"x16" size, with or without screens and shutters . . . they're completely approved by FHA and Public Housing authorities.

For quality and economy, for proper ventilation and life-time service—your best buy is Lo Man Co Foundation Ventilators.

**Ask your jobber or write today for complete information.**

### ONE STANDARD 8" x 16" SIZE

4 Models Available

- No. A10 Aluminum Ventilator GRATE only—provides 104" of free area.
- No. A20 Aluminum Ventilator GRATE with 8x8 mesh SCREEN—provides 83.2" of free area.
- No. A30 Aluminum Ventilator GRATE with 8x8 mesh SCREEN, and aluminum SHUTTER, 83.2" of free area. Same as No. A30, but with galvanized metal shutter. 83.2" of free area.
- No. A30A Same as No. A30, but with galvanized metal shutter. 83.2" of free area.

**Louver**  
MANUFACTURING & SUPPLY CO.

3603-SB WOODDALE AVE. • MINNEAPOLIS, MINNESOTA

APRIL, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

take a  
good look at  
**PONDEROSA PINE**



one of 10 woods from the  
**WESTERN PINE** region

Straight, close and uniform-grained, lightweight, light-colored, workable, nailable, paintable, Ponderosa Pine is the pick o' the pines! Suited for all residential and light construction use—for fine paneling, woodwork, windows and doors—for furniture and specialty cuttings.

Ponderosa Pine comes in 3 select, 5 common, 4 dimension, 4 factory grades. You can order it in straight or mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills!

**the Western Pines**

IDAHO WHITE PINE  
PONDEROSA PINE  
SUGAR PINE

LARCH  
DOUGLAS FIR  
WHITE FIR  
ENGELMANN SPRUCE  
INCENSE CEDAR  
RED CEDAR  
LODGEPOLE PINE

**the Associated Woods**

get the facts  
to help you sell  
**PONDEROSA PINE**

Write for the FREE illustrated booklet to  
WESTERN PINE ASSOCIATION  
Yeon Bldg., Portland 4, Oregon

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW



"WP" is a Registered Trademark  
of the Western Pine Association

# Classified Advertising

Terms — Cash With Order  
Minimum Charge \$5.00

## RATES.

\$10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES  
806 Peachtree St., N.E.  
Atlanta 8, Georgia

## SALES REPRESENTATIVES WANTED

Aggressive representatives calling on hardware and building supply trade wanted by 17 year old manufacturer of aluminum mouldings, store front material, etc. Complete line, competitively priced for sale direct to dealers. Several territories open. We protect representatives fully. Please outline present lines and area covered. Reply to: Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

Ludman Corporation seeks agents calling on millwork and window unit manufacturers and jobbers to merchandise nationally advertised wood awning window hardware as well as competitive line of aluminum windows, jalousies, sliding glass doors, etc. For full information contact Bill Mueller, Ludman Corporation, 14100 Biscayne Boulevard, North Miami, Florida.

Aluminum windows, Awnings and horizontal glide types for new buildings. Reply to: Director of Sales, P. O. Box 1072, Youngstown, Ohio.

## READY MIX TRUCKS FOR SALE

Two units, 4 yard Rex mixers mounted on single axle Autocar trucks. \$3500.00 per unit. These units are in good condition, and in operation every day.

CENTRAL CONCRETE CO.  
2231 Papin Street St. Louis, Mo.

## WANTED

Successful, well rated firm. Must be experienced in some type of K.D. (Knocked Down) operation at present. \$20,000. investment required. We are the leading manufacturers in the Shower Door and Sliding Glass Doors field. Write all details pertaining to present operation. Box No. 68, Southern Building Supplies, 806 Peachtree Street, N.E., Atlanta 8, Georgia.

## MACHINERY FOR SALE

D-8800 Caterpillar Diesel, Corley Saw-mill and Edger, Moore Dry-Kiln, Boiler and Steam Engine, D-13,000 Caterpillar Diesel, Woods Planer, Corley D. E. Trimer, F&E. Moulder, Blower System and Grinder. Complete plant \$20,000.00, or will divide.

KICKLIGHTER LUMBER & SUPPLY CO.  
Phone 222 GLENVILLE, GA.

insulation and paint drums.

A sign hanging from a roof truss promotes the fact that: "You can have more because you save more when you Do-It-Yourself."

Display installations of garage doors, attic stairways, exhaust fans, and six types of window units permit comparisons for selection.

At the rear of the sales shed, spacious rest-rooms are located at balcony height to the right of Peckerwood Corner. This area contains a wall-mounted saw for cutting panels of plywood and other materials to size — and a table saw for cutting lumber and other materials to length.

Sales personnel are expert at figuring material requirements, cutting material to size, and advising customers on installation procedures. "Wood's Do-It-Yourself" courses are promoted and conducted regularly in home maintenance, carpentry and general construction, furniture making and finishing, wallpapering-painting-floor tile installation, and other projects.

Wood's center observes business hours comparable to department stores and grocery supermarkets. It is open daily — including Saturday — from 9:30 a.m. to 6 p.m., and on Friday until 9 p.m. A 45-inch display ad is run in the two Birmingham newspapers each Friday to attract new customers and draw repeaters.

Each ad offers some special pre-cut, or knocked down, item for customers to buy cheap and assemble for themselves, such as a bookshelf divider, doghouse, playhouse, or coffee table. Many of these items are cut out in the model woodwork shop by the operator in lax sales periods.

Customers become more numerous and sales greater each week at Wood's center. A recent Saturday

day the store handled 325 sales tickets that averaged \$5.85 each. Approximately 54 per cent of the sales are for cash.

However, Wood's invite and encourage charge accounts with a picnic table supplied with application blanks and pens at the front of the store. Another large sign in the sales shed exhorts customers to:

"Open a Wood charge account.  
1. You can pay for your purchases each month with a 30-day account.  
2. Take up to 36 months to pay for your larger modernizing purchases. Ask cashier for application blank."

Since the center was opened on October 10, Wood's have opened up 450 new accounts. Their goal is 6,000 within a year!

**Specially-keyed** cash registers at the front and rear entrances to the center are virtually automatic control accountants on the store's operations. As in a grocery supermarket, sales are keyed by major departments: nursery, electrical, paint, hardware, lumber, board products, and miscellaneous. The machines also count customers and indicate cash, charge, paid out.

Located across 13th Street from the Wood Lumber Company's long-established retail/wholesale yard and headquarters, the center is used by a growing number of contractors to pick up fill-in and small-quantity lumber and other material requirements. The firm has another supply store in Ensley, which is being rearranged and stocked for more pick-up traffic.

All Wood stores encourage customers to do home jobs themselves, but also offer installation and complete homebuilding service, including plans and financing. The work is sub-contracted by the dealer.

**FOR THE FINEST IN . . .**  
**Oak Flooring - Maple Flooring - Beech Flooring**  
*All Appalachian Stock*

**FOR THE BEST YIELDS IN**  
**Vermiculite**

*Plaster Aggregate  
Concrete Aggregate  
Insulating Fill*

**Call Orders COLLECT to:**

**C. R. GRAYBEAL & SONS**  
*Roan Mountain, Tenn.*

**Phones 2201 & 2301**

Watauga Brand  
Air-Lite Brand  
Delivery Service

# Pacific Coast Forest Products

**Ponderosa Pine, Douglas and White Fir Window and Door Frames, Inside Door Jambs, Mouldings, Cut-to-length and Packaged Trim and cut stock items.**

**Douglas Fir Plywood  
Coos Bay Underlayment  
Coos Bay Hardboard Overlay, two sides.**

#### SALES REPRESENTATIVES

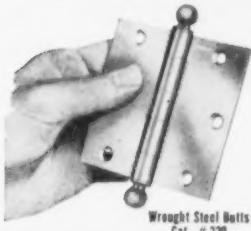
Marion T. Davis & Co.  
281 North Avenue, N. E.  
Atlanta, Georgia

E. B. Meroney  
P. O. Box 6631  
Houston 5, Texas  
Cecil M. Brooks  
7229 Jan Mar Drive  
Dallas 30, Texas

Leonard Craig  
Corpus Christi, Texas  
Dant & Russell, Inc.  
Port Everglades Sta.  
Fort Lauderdale, Florida  
Dant & Russell, Inc.  
P. O. Box 2411  
Tampa, Florida

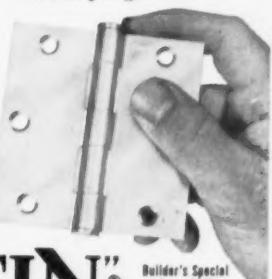
**Dant & Russell, Inc.**

General Sales Office:  
1320 S. W. Broadway  
Portland, Oregon

Wrought Steel Butts  
Cat. # 270

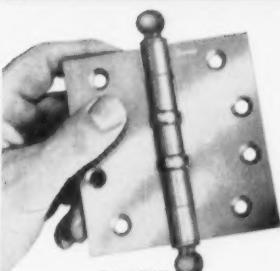
more and more dealers  
are saying:



Builder's Special  
Cat. # 540

**"Let's handle**

# GRIFFIN®



Cat. # 90177

Template Butts, Ball Tips  
with permanently attached Bearings

Here's the "good line of  
hinges to handle" . . . that's  
the trade's way of saying,  
"We like to sell Griffin  
products." Full line of  
wrought steel butts and  
shelf hardware. Just dis-  
play them, and you'll sell  
them. Order in any selec-  
tions you know your cus-  
tomers want.

**GRIFFIN®**  
"since 1899"

MANUFACTURING CO. ERIE, PA.

made to sell **FAST!**



There's no problem with slow-  
moving sales when you stock  
the National line of windows.

**NATIONAL Quality  
Seal Windows offer**

**OVER TWO DOZEN  
STANDARD SIZES  
AND LAYOUTS**

**NATIONAL**  
Panel Windows can be...

**STACKED**

**GROUPED**

**SET IN  
RIBBONS**



The quality twins, National Panel Windows and Quality Seal Windows, give you a window line that can fill the needs of *any* builder customer.

You'll gain more profits with the National line, too. All National units are delivered "Job-Ready," with sash, operating hardware, and weather-stripping in place. Installation is quick, easy, and costs are held to a minimum . . . still more reasons for fast turnover of National windows.

In addition, National window units are precision, factory-made and chemically treated to prevent costly "callbacks" to the job-site. Builders like them because they offer highest quality at a competitive price. You'll like them because they sell fast . . . at a top profit!

National also has READY-HUNG DOORS,® Packaged W. P. P. Trim, Aluminum Window Screens, and Door Frames. Write for complete catalog and prices.

**NATIONAL  
WOODWORKS**



Box 5416

Birmingham 7, Ala.



# HELPFUL Booklets FREE

**D-1. Asphalt Roofing, Siding.** Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given for strip shingles in various shapes, individual shingles, asbestos-cement sidings, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

**D-2. Decorative Doors, Windows.** Timco Styldors — doors with panel designs for originality in painting — are described in a consumer folder and catalog sheet. Uni-Vent and Uni-View operating and fixed-light window units are shown in a folder and brochure, which also show various stacking combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

**D-3. D-I-Y Furniture Legs.** Catalog sheet pictures simple method of attaching Peg-Leg wooden legs to Do-It-Yourself furniture. It shows various sizes, with or without brass tips. Perry Furniture Co., Dept. SBS, 507 Monroe Ave., Grand Rapids, Mich.

**D-4. Asbestos - Cement Products.** Complete selection of brochures, folders, and envelope stuffers — several in full color — show Century No. 5 asbestos-cement roofing shingles; Apac all-purpose asbestos-cement board; Linabestos and Sheetflextos wallboards for interior and exterior use; lightweight corrugated asbestos sheets. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

**D-5. Panel Window Brochure** shows how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units and their simplified installation. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

**C-1. Aluminum Products.** Four consumer folders describe Wepco all-aluminum adjustable window awnings; Triple-Track extruded combination double-hung windows; Duo-Dor aluminum combination storm-screen door, and the Duo-Dor's "Kangaroo" self-storing compartment that changes for summer or winter use. Catalog sheets are available for the Wepco windows and Trax Wax, for use on aluminum doors and windows. Weather-Proof Co., Dept. SBS, 1407 East 40th Street, Cleveland 3, Ohio.

**C-2. Sliding Door Frames.** The Nordahl line of sliding door frames and wardrobe and cabinet hardware is described and pictured in a six-page, three-color catalog that folds into a self-contained file jacket. Installation instructions and a story of the Nordahl Co. are included. Nordahl Manufacturing Co., Dept. SBS, 180 West Alameda Avenue, Burbank, Calif.

**C-3. Sliding Glass Doors.** Two-color brochure shows details of the installation and operation of Crystal-Vue sliding glass doors. It tells how the aluminum frames have a special bright "Chromalum" finish and how the rubber channel assures weather-tight closing. Crystal-Vue Sliding Door Manufacturing Co., Dept. SBS, 3498 N. W. 7th Street, Miami, Fla.

**B-2. Vitrified Clay Pipe.** Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. Pictures show how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

**B-3. Plastic Structural Panels.** Filon reinforced fiber-glass and nylon plastic panels, their uses, and application methods are described in a profusely illustrated folder for architects and builders. It suggests many uses. Consumer folders on "How to Build with Filon" and ideas for building patios also are offered. Filon Plastics Corp., Dept. SBS, 55 Marietta Street N. W., Atlanta 3, Ga.

**B-4. Shutter Panels.** Catalog No. 156 shows sizes of panels and opening widths for Fit 'n' Finish shutters. These are used in windows, doors, and for interior decoration. Sam A. Wing Co., Inc., Dept. SBS, 5039 Willis Avenue, Dallas 6, Tex.

**B-6. Reflective Insulation.** Two consumer literature pieces — one envelope size — show how easily consumers can install their own Kimsul reflective insulation. They show how Kimsul's triple protection saves up to 45 per cent on fuel bills. Kimberly-Clark Corp., Dept. SBS, Neenah, Wis.

**B-9. Western Pine Sources, Uses.** The 1956 Directory of Membership of the Western Pine Assn. lists by states some 375 member mills with their species handled and major products. Two full-color consumer folders show attractive installations of pine paneling in homes. Western Pine Assn., Dept. SBS, Yeon Building, Portland, Ore.

**B-10. Insulating Glass.** Thermopane

insulating glass catalog gives charts and other technical data on the insulating properties of this double and triple glass with hermetically sealed air space. It shows formulas for calculating fuel savings and savings in cooling loads, for both standard and heat-absorbing Thermopane. Separate pocket-size folder shows Thermopane sizes. Libbey-Owens-Ford Glass Co., Dept. SBS, Toledo 3, Ohio.

**B-13. Incinerators.** Donley incinerators for homes, apartments, institutions, commercial buildings, and industrial plants are shown in a new catalog. Complete technical data is given for each type. It covers flue-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

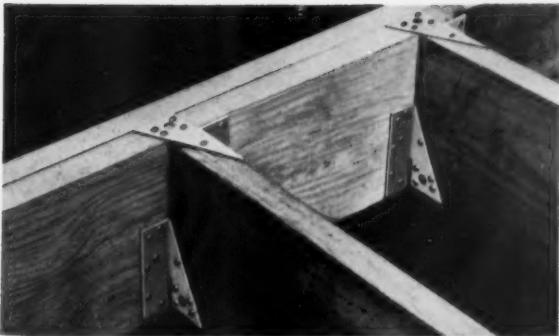
**B-14. Tension Screens.** New sales manual gives the dealer ammunition with which to sell screens. It outlines 22 reasons for using Tension-tite tension screens and shows photographs of a dealer making a sale, with his explanation to the customer. Ridiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

**B-15. Lumber Packaging.** "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet explaining methods and advantages of protecting lumber with paper for shipping, storage, and sales. It includes a section on packaging by the dealer, when lumber is received from a boxcar. American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

**B-17. Selling Lumber Shorts.** "Selling Short Length Lumber" is a helpful reprint of an article by John Reno, utilization director for Pacific and prominent engineer. It describes and pictures ways other dealers are eliminating waste by selling dog houses, sand boxes, and similar products. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

**B-18. Wallboards.** Literature is offered describing Plasteron's complete lines of laminated fiber wallboards, along with Lockaire Paintcote interior and Asphaltic sheathing insulating boards. Free samples offered. Plasteron Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

**B-19. Panel Window Unit.** The Zuber Beau-Vue panel window unit is described in a two-color folder. Sketches show how this ponderosa pine toxic-treated unit can be used singly, in groups, ribbons, and stacks.



the most versatile JOIST HANGER  
ever developed

**Teco Trip-L-Grip** FRAMING ANCHORS

**ELIMINATE**

heavy strap hangers  
notching  
shimming

One size fits joists from 2"x4" to 2"x12"  
STOCK ONE SIZE ONLY!

Write today for Dealer Arrangement

**TIMBER ENGINEERING COMPANY**  
Dept. 56-J

1319 18th Street, N.W., Washington 6, D. C.

**Have a Bushel of Fun...  
in the FLORIDA SUN!**

Where Mrs. America  
and Her Family Vacation!

Enjoy your own one, two or  
three bedroom ground floor villa.  
Completely furnished for vaca-  
tion living.

**VILLAS \$59.50 per week**  
family of four

**650 VILLAS  
BY-THE-SEA  
Country Club  
18-hole course  
Pool-Tennis  
Nursery  
Playground**

**ELLINOR  
VILLAGE**  
DAYTONA  
BEACH  
FLORIDA

Here's how  
Kitty Kimsul makes  
added sales for you!



**Kitty Kimsul Sells Kimsul Insulation for You:**

- "in person" at "do-it-yourself" shows
- in national magazines
- on point-of-sale pieces (shown above)
- on film for your local TV shows

**Kimsul Insulation Brings You Big Profits Because:**

- It's the ideal "do-it-yourself" insulation, easy to cut, measure and install.
- It's compressed to 1/5 normal size. Saves you storage space. Gives you far more profit per square foot.



**Special traffic builder from Kimsul**

Now you can offer your customers this denim cob-  
bler's apron — a regular \$2.50 value — for only 89c.  
They're being featured in KIMSUL's national advertising.  
And since only KIMSUL dealers will have them, this terrific  
bargain will bring more customers to your sales room.  
See your KIMSUL salesman for full details or write: Kimberly-Clark, Dept. S-46,  
Neenah, Wisconsin.

**KIMSUL**  
A PRODUCT OF  
Kimberly-Clark  
**INSULATION**

Kimberly-Clark Corporation • Neenah, Wisconsin

The folder also gives sales advantages of Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

**B-20. Plywood Paneling.** "Harbor Plywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure with photographs of installations of Harborite lapped siding, grooved panels, smooth panels, and Super Harbord select cabinet panels. A consumer folder shows installations of Harborwave brushed plywood for paneling and cabinets. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

**B-21. Aluminum Windows.** Alenco aluminum windows with either a fixed upper sash or double-hung sash are described in a brochure. Complete specifications and selling points are given. Photographs show attractive installations. Albrition Engineering Corp., Dept. SBS, 2501 Wroxton Road, Houston 5, Tex.

**B-22. Shower Enclosures.** Fourteen different Gulspray shower doors and enclosures are shown in a colorful catalog—for stalls, square tubs, conventional tubs, and built-up tubs. Also shown are patterns and carved designs available in glass. Binswanger and Co., Dept. SBS, 207 North Main Street, Houston, Tex.

**B-23. Pipe Installation.** "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

**B-24. Asphalt Roofing Materials.** Four-page catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.

**B-26. Concealed Sash Balance.** The Hidalift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manu-

facturing Co., Dept. SBS, Torrington, Conn.

**B-27. Plastic Tileboard.** New color chart shows AFCO prefinished wall-panels in 11 decorator colors. Moulding catalog shows "chromodized" mouldings that will not rub off black. A and F Tileboard Co., Inc., Dept. SBS, P. O. Box 4085, Alexandria, La.

**B-28. Window Sash Balances.** Full catalog, which appears in *Sweet's Architectural File*, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

**B-29. Stamped Metal Shapes.** Booklet describes Campco's complete metal stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., Dept. SBS, P. O. Box 3636, Charlotte, N. C.

**B-33. Masonry Wall Reinforcement.** Bulletin shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

**B-34. Plastic-Finished Panels.** Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Woodpanel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

**B-35. Locksets, Hardware.** "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

**B-36. Built-Up Roofs.** A new 80-page manual gives all information for designing and erecting long-lasting, quality built-up roofs. It is produced especially for contractors, builders, architects, and engineers. Philip

Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.

**B-37. Exterior Plywood.** "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

**B-38. Sash Balance, Weatherstrip.** Master-Matic combination sash balance and weatherstrip is described in a folder telling how this unit is designed especially for pre-fit window manufacturers. Another folder describes Master-Matic removable sash hardware for use with the one-piece sash balance and weatherstrip unit. Master Metal Strip Service, Inc., Dept. SBS, 1720 N. Kilbourn Avenue, Chicago 39, Ill.

**B-39. Metal Moldings.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

**B-41. Paint Thinner.** Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Julian St., Savannah, Ga.

**B-43. Farm Book.** Sixteen-page book shows uses of Celotex products in service buildings and the home. Fully illustrated, it includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

**B-44. Laminated Panels.** Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plank-weld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., Dept. SBS, 55 West 44th St., N. Y. 36, N. Y.

#### SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 8, Ga.

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name

Title

Company

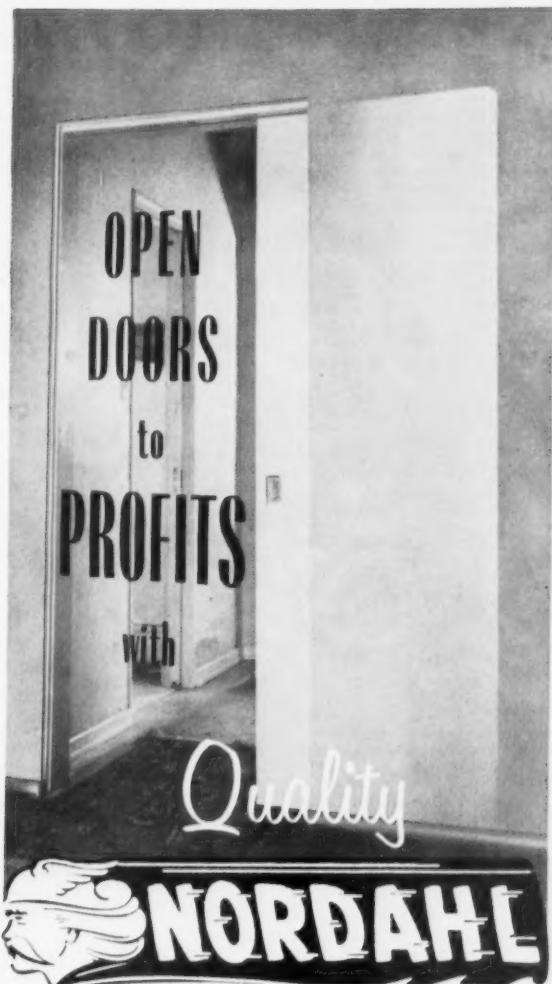
Address

City & State

April, 1956

Circle numbers below. Bulletins and catalogs will be mailed promptly.

D-1	D-2	D-3	D-4	D-5
C-1	C-2	C-3	B-2	B-3
B-4	B-6	B-9	B-10	B-13
B-14	B-15	B-17	B-18	B-19
B-20	B-21	B-22	B-23	B-24
B-26	B-27	B-28	B-32	B-33
B-34	B-35	B-36	B-37	B-38
B-39	B-41	B-43	B-44	



"in the Wall"  
**SLIDING  
DOOR  
FRAMES**

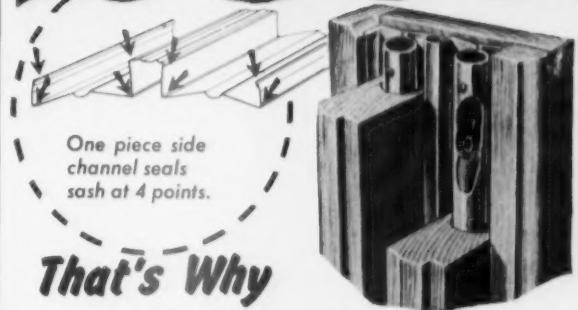
Quality is the key to sales and reduced costs—You can be certain when you feature Nordahl products that you will satisfy customers. Nordahl products are recognized leaders in their field. National trade and consumer advertising is creating prospects and sales for you—So be wise! Open doors to increased profits by featuring Nordahl "In the Wall" Sliding Door Frames and Nordahl Feather Glide Wardrobe Hardware

WRITE FOR COMPLETE INFORMATION

**NORDAHL MANUFACTURING CO.**

180 W. Alameda Ave., Burbank, Calif.

**EFFICIENT  
Air Conditioning  
Demands the best in  
WEATHERSTRIPPING**



*That's Why*  
**more builders specify**  
**HETTINGER'S FAMOUS**  
 Metal Weatherstripping with  
**Silent Glide.**

**Only Sash Balance That Properly Balances  
Windows—Stops Window Operation Noise**

Triple Seal metal weatherstripping seals out drafts—winter or summer—and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your buyers plan to install air conditioning—combine Triple Seal Metal Weatherstripping and Silent Glide—the balance that goes up and down at a touch—quietly.

Box packaged for easy installation. Your dealer can also furnish you windows completely assembled and equipped with Triple Seal and Silent Glide balances.

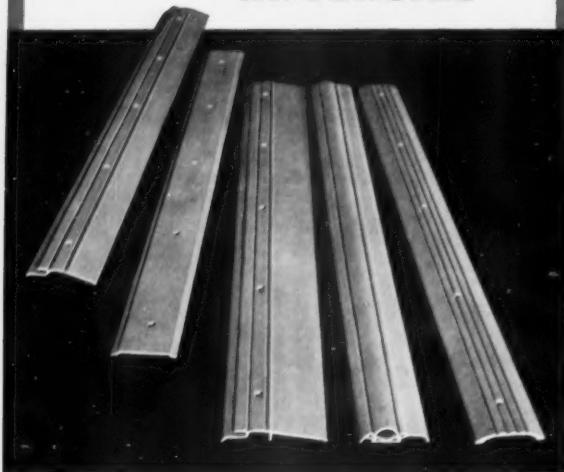
**Ask  
your dealer  
for full  
information  
or Write  
Direct.**



**HETTINGER'S  
Triple Seal**

Weatherproof Products Corp. P.O. Box 8498, K. C., Mo.

# WELLS aluminum thresholds



## ...a great new PROFIT OPPORTUNITY

Fastest growing, best accepted line in America... by builders, building supply dealers, home owners! Made of rugged extruded aluminum, with built-in weather seal and safety features. Available in pre-cut lengths to fit all standard doors, lineals for custom jobs. Individually packaged with hardware and illustrated installation booklet.



### for NEW BUILDING . . . . . for REMODELING

A gleaming symbol of quality—a natural to win buyer acceptance, both builder and home owner. Highly resistant to rust and corrosion.



Quickly, easily installed in either exterior or interior doorways. Needs no upkeep. Available in complete range of sizes for any job.

### 12 models for every application

Lengths from 32 1/2" to 36 1/2", 6-foot and lineals. Range of heights and widths. Line includes deluxe vinyl insert model, economy priced "Skotch-line" thresholds.

**ATTENTION  
SOUTHERN  
BUILDERS,  
DEALERS,  
REPRESENTATIVES**

### GET THE FACTS FIRSTHAND . . .

See the Wells' line at the 70th Annual Convention and Exhibit of the Lumbermen's Association of Texas

WRITE  
TO BOX  
100

**WELLS**  
ALUMINUM PRODUCTS CO.  
Division of Wells Specialty Co., Inc.  
North Liberty, Indiana

MAIL  
COUPON  
TODAY!

## ADVERTISER'S INDEX

### A

A.C.T.L.O.N.	44	Farrar, E. H.	129
A & F Tileboard Co.	43	Fenestra	17, 18, 19, 20
Ace Rubber Products, Inc.	*	Fern, J. M.	*
Acme Appliance Mfg. Co.	96	Filon Plastics Corp.	24 & 25
Adams Rite Mfg. Co.	*	Flintkote Co.	78
Alabama Metal Lath Co.	*	Flynn Manufacturing Co., Michael	*
Albritton Engineering Corp.	33	Fuller Jr., L. G.	129 & 136
American Cancer Society	*		
American Sisalcraft Corp.	8		
Andersen Corp.	68 & 69		
Anthony Truck Co.	*		
Armstrong Co.	*		
Atlanta Oak Flooring Co.	*		
Atlantic Steel Company	31		

### B

B-D-R. Engineering Corp.	17, 18, 19, 20		
Baldwin & Son, J. Lawrence	135		
Bialy & Assoc., Norman A.	48		
Binswanger & Co.	10 & 104		
Bowers Jr., R. P. (Rudy)	Second Cover		
Boyette & Son, Inc., Edwin C.	*		
Bradley Lumber Co. of Arkansas	15		
Braeckles, Inc.	*		
Burton, Robert S.	121		

### C

Caldwell Mfg. Co.	124	Hager & Son's Hinge Mfg. Co., C.	21
Cameron & Co., Wm.	86	Hansen, J. W.	99
Cameron and Richardson	*	Harbor Plywood Corp.	90 & 91
Carey Manufacturing Co., Philip	*	Harris Livingstain Co.	*
Carolina Metal Products	92	Hartman Co., Robert L.	74
Carr, Adams & Collier Co.	11	Heatilator, Inc.	99
Carter Co., H. V.	*	Hewlett, Wm. R.	*
Carson, H. H.	*	Hobbs Wall Lumber Co.	123
Celotex Corp., The	93	Homasote Co.	48
Certain-teed Products Corp.	71	Hope's Windows, Inc.	*
Cheney Lumber Co.	54	Horizon Door Co.	*
Classified Ads	128	Horwitz, A. L.	*
Co-Creosote Oil, United States Steel Corp.	*	Houk, J. T.	*
Columbia Mills, Inc.	*	Howard, Summer, W. R.	*
Consolidated Wire Products Co.	Second Cover	Hutchinson, R. H.	*
Cornay, F. A.	101	Huttig Sash & Door Co.	107
Cox & Son, Arthur	5		
Croft Steel Products, Inc.	39		
Cruze Co., Fred C.	*		
Currie, George F.	135		
Currin Co., Inc.	*		
Curtis Companies, Inc.	*		
Curvalum Door Mfg. Co.	125		

### D

Dant & Russell, Inc.	129	K	
Darwin, B. C.	52	Kaiser Aluminum & Chemical Corp.	77
Daryl Products Corp.	114	Keasbey & Mattison Co.	40 & 41
Davis, H. W.	*	Kelley Mfg. Co.	115
Davis, Marion T.	28, 124, 126 & 129	Kemp, S. H.	*
Detroit Steel Products Co.	17, 18, 19 & 20	Keystone Wire Cloth Co.	28
Dickey Clay Mfg. Co., W. S.	111	Kimberly-Clark Corp.	131
Dinges Co., George J.	43 & 48	Kochton Plywood and Veneer Co., Inc.	23 & 136
Donald Durham Co.	125	Kuhne, R. M.	Fourth Cover
Donley Bros. Co.	*		
Douglas Fir Plywood Assn.	53		
Dunne Co.	30, 124		
Dunne, W. P.	*		
Durall Products Co.	13		
DURA-flex Co.	1		
Dur-O-wal, Division, Cedar Rapids Block Co.	32		

### E

Ellinor Village	131	L	
Everett & Co., John T.	21 & 113	Lang, H. Carleton	121

### F

Farrar, E. H.	129	Fenestra	17, 18, 19, 20
Fernestra	*	Fern, J. M.	*
Fern, J. M.	*	Filon Plastics Corp.	24 & 25
Film Plastics Corp.	*	Flintkote Co.	78
Flynn Manufacturing Co., Michael	*	Flynn Manufacturing Co., Michael	*
Fuller Jr., L. G.	129 & 136	Fuller Jr., L. G.	129 & 136

### G

Gardner Sales Co.	121 & 136	G	
Garner & Co.	*	Gardner Sales Co.	121 & 136
Gaskin Jr., T. A.	27	Garner & Co.	*
Gilbert Co., S. P.	*	Gaskin Jr., T. A.	27
Glover, H. C.	129	Gilbert Co., S. P.	*
Goetze Co., Earl	27	Glover, H. C.	129
Goldman, S. R.	17, 18, 19, & 20	Goetze Co., Earl	27
Gordon & Son, Inc., Alexander	*	Goldman, S. R.	17, 18, 19, & 20
Graybeal & Sons, C. R.	128	Gordon & Son, Inc., Alexander	*
Griffin, A. W.	*	Graybeal & Sons, C. R.	128
Griffin Manufacturing Co.	129	Griffin, A. W.	*

### H

Hager & Son's Hinge Mfg. Co., C.	21	H	
Hansen, J. W.	99	Hager & Son's Hinge Mfg. Co., C.	21
Harbor Plywood Corp.	90 & 91	Hansen, J. W.	99
Harris Livingstain Co.	*	Harbor Plywood Corp.	90 & 91
Hartman Co., Robert L.	74	Harris Livingstain Co.	*
Heatilator, Inc.	99	Hartman Co., Robert L.	74
Hewlett, Wm. R.	*	Heatilator, Inc.	99
Hobbs Wall Lumber Co.	123	Hewlett, Wm. R.	*
Homasote Co.	48	Hobbs Wall Lumber Co.	123
Hope's Windows, Inc.	*	Homasote Co.	48
Horizon Door Co.	*	Hope's Windows, Inc.	*
Horwitz, A. L.	*	Horizon Door Co.	*
Houk, J. T.	*	Horwitz, A. L.	*
Howard, Summer, W. R.	*	Houk, J. T.	*
Hutchinson, R. H.	*	Howard, Summer, W. R.	*
Huttig Sash & Door Co.	107	Hutchinson, R. H.	*

### I

Ideal Brass Works, Inc.	26	I	
Ideal Co.	86	Ideal Brass Works, Inc.	26
Independent Nail & Packing Co.	74	Ideal Co.	86

### J

Johns-Manville, Inc.	*	J	
Johnson & Co., Inc., A. J.	27	Johns-Manville, Inc.	*
Johnson & Sons, Walter S.	129	Johnson & Co., Inc., A. J.	27
Joiner Co., Roy C.	*	Johnson & Sons, Walter S.	129
Jones, Arthur S.	Third Cover	Joiner Co., Roy C.	*

### K

Kaiser Aluminum & Chemical Corp.	77	K	
Keasbey & Mattison Co.	40 & 41	Kaiser Aluminum & Chemical Corp.	77
Kelley Mfg. Co.	115	Keasbey & Mattison Co.	40 & 41
Kemp, S. H.	*	Kelley Mfg. Co.	115
Keystone Wire Cloth Co.	28	Kemp, S. H.	*
Kimberly-Clark Corp.	131	Keystone Wire Cloth Co.	28
Kochton Plywood and Veneer Co., Inc.	23 & 136	Kimberly-Clark Corp.	131
Kuhne, R. M.	Fourth Cover	Kochton Plywood and Veneer Co., Inc.	23 & 136

### L

Lang, H. Carleton	121	L	
Lehon Co.	51	Lang, H. Carleton	121
Leslie Welding Co., Inc.	*	Lehon Co.	51
Levinson, Benj. & Co.	*	Leslie Welding Co., Inc.	*
Libbey-Owens-Ford Glass Co.	87	Levinson, Benj. & Co.	*
Lion Oil Co., Asphalt Products Div.	*	Libbey-Owens-Ford Glass Co.	87
Louver Mfg. & Supply Co.	127	Lion Oil Co., Asphalt Products Div.	*
Loxcreen Co.	136	Louver Mfg. & Supply Co.	127

## ADVERTISER'S INDEX

### M

McCluggage Sales Co.	*	Smith Lumber Co., Ralph L.	112
McKnight Co.	*	Solecoor, Ltd.	136
Majestic Company, Inc.	*	Southeastern Pine Marketing Institute	103
Malloy, V. W.	112	Southern Building Supplies	*
Mann and Co., J. T.	*	Southern Metal Products Corp.	113
March, Inc., E. L.	*	Southern Pine Association	*
Markee Corporation of America	4	Southern Sash Sales & Supply Co.	Third Cover
Marsh Wall Products Inc.	6 & 7	Southern States Iron Roofing Co. (Warehouse Div.)	37 & 38
Marwin Co.	126	Spentzos, Jim	112
Masonite Corporation	*	Stair, James A.	116
Master Metal Strip Service	52	Starline, Inc.	84
Meibaum, W. C.	129	Starnes, John P.	2
Mengel Co.	34	Stovall, W. H.	*
Metal Trims, Inc.	116	Superior Lumber Sales Company	36
Meyercord, E. B.	*		
Midwestern Sales Co.	116		
Miller Mfg. Co., Inc., Frank	35		
Mock, Vernon L.	52		
Modern Product, Inc.	101		
Modern Shower Door, Crystal Vue Co.	119		
Moe Light, Div. of Thomas Industries, Inc.	29		
Monarch Metal Weatherstrip Corp.	30		
Murphy, D. T.	81		
Murray, L. E.	*		
MW Distributors	81		

### N

Nachlas, Otto	48		
National Business Publications, Inc.	*		
National Lock Co.	Fourth Cover		
National Woodworks	129		
Nordahl Manufacturing Co.	133		
North, Joseph T.	128		
Nova Sales Company	49		
O			
O'Callaghan, W. L.	30		
Oconee Clay Prod. Co.	42		
Orangeburg Manufacturing Co., Inc.	9		
O'Rourke, James	74, 113		

### P

Pacific Lumber Co.	*		
Penn-Dixie Cement Corp.	36		
Per-Fit Products Corp.	49		
Perma Products Co.	27		
Perry Furniture Co.	122		
Pitt, C. W.	*		
Plasteron Wall Board Co.	2		
Pohl, H. H.	121		
Proctor & Co., E. W.	48, 116		

### R

Red Cedar Shingle Bureau	*		
Reyburn, F. Kenneth	99		
Reynolds Metals Company, The	4		
Richkraft Company	*		
Rock Island Millwork Co.	22		
Rockwell of Randolph, Inc.	*		
Rowell, Frank X.	52		
Ruberold Company	*		
Rudiger-Lang Co.	46		
Rush & Sons, Harvey D.	*		
Ryan Sales Corp.	129		

### S

Sander-Cederlof & Associates	53		
Schoeck, Fred C.	136		
Seidel Mfg. Co.	124		
Seidlitz Paint & Varnish Co.	85		
Selinger, Eliot R.	124 & 136		
Sellers, Jack L.	42		
Smith, J. Paul	Third Cover & 78		

Smith Lumber Co., Ralph L.	112
Solecoor, Ltd.	136
Southeastern Pine Marketing Institute	103
Southern Building Supplies	*
Southern Metal Products Corp.	113
Southern Pine Association	*
Southern Sash Sales & Supply Co.	Third Cover
Southern States Iron Roofing Co. (Warehouse Div.)	37 & 38
Spentzos, Jim	112
Stair, James A.	116
Starline, Inc.	84
Starnes, John P.	2
Stovall, W. H.	*
Superior Lumber Sales Company	36

### T

Tarter, Webster & Johnson, Inc.	109
Tennessee Coal, Iron & Railroad Div., U. S. Steel Corp.	47
Timber Engineering Co.	131
Trinity Div. General Portland Cement Co.	*
Tri-State Building Service	30
Trowbridge, Lewis C.	112
Tucker, M. B.	52
Turner & Seymour Mfg. Co.	133
Turpentine & Rosin Factors, Inc.	*

### U

Ualeco Aluminum Windows	Third Cover
U. S. Plywood Corp. (Industrial Adhesive Div.)	73
U. S. Plywood Corp.	*
United States Steel Corp., Co-Creosote Oil Division	*
United States Steel Corp., Tenn. Coal, Iron & Railroad Div.	47
United States Treasury	136
Unitemp Products	101
Utley, Inc., Withers Clay	*

### V

Vadco Products Co.	89
Vento Steel Prod. Corp.	*
Visador Company	*

### W

Want Ads	128
Ware Laboratories, Inc.	*
Warren, Robert K.	Second Cover
Weather-Proof Company	116
Weatherproof Products Corp.	133
Welbilt Vulcan Co.	120
Wells Specialty Co., Div. Wells Aluminum Products Co.	134
West Coast Lumbermen's Assn.	50
Western Lock Co.	*
Western Pine Assoc.	127
Weyerhaeuser Sales Co.	*
Whitton, R. E. L.	*
Wiggins Jr., J. L.	129
Willis, K. L.	99
Wing Co., Inc., Sam A.	67
Winnier, W. O.	101
Woodco Corp.	*
Wright Co., L. K.	42 & 136

### Y

Yauger & Co., Jack	*
Yochem, Phillip A.	*

### Z

Zegers, Inc.	121
Zimmerman, Fred H.	135
Zuber Lumber Co.	117

when model houses are on display

they inspect...

they compare...

they BUY!

the houses with such quality construction features as

**HIDALIFT**

the completely modern Sash Balance

Today, more than ever, discriminating home buyers prefer the Hidalift balance — so completely concealed, there's nothing exposed to mar the beauty of their windows. They like its smoothness, quietness and non-jamming action — its positive lifting power.



Two types of attaching brackets—“L” and “Cup”



QUALITY PRODUCTS FOR OVER A CENTURY



For literature, detailed information and prices, contact your nearest Hidalift representative.

GEORGE F. CURRIE

3105 Roswell Rd., N.E., Atlanta, Georgia

LAWRENCE J. BALDWIN & SON

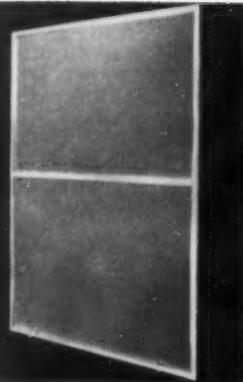
306 Carondelet Building, New Orleans 12, La.

FRED H. ZIMMERMAN

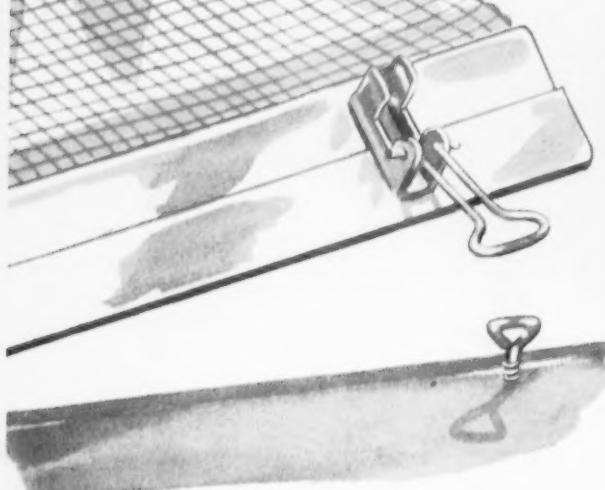
2608 Reagan Street, Dallas, Texas

LOX<sup>®</sup> FRAME

All-aluminum  
frame screens  
for any type  
opening.

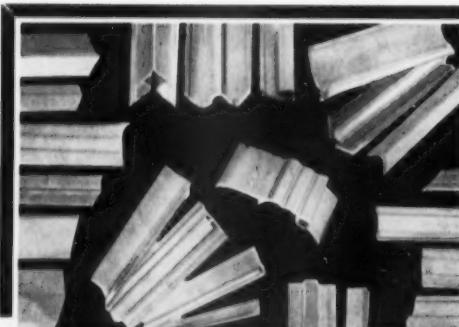


## LOXSCREEN PRODUCTS for '56



LOX<sup>®</sup> CREEN  
aluminum tension screens

The famous frameless screens with the patented spring latch that pulls down and across at the same time, grips all sides of the window frame. Lifetime all aluminum construction. Hung from inside in less than 5 minutes.



LOX<sup>®</sup> TRIM

Rolled and extruded aluminum mouldings.

Loxscreen Products mfg. by

The LOXSCREEN COMPANY, Inc. P. O. Box 5133, Columbia, S. C.  
P. O. Box 247, Chamblee, Ga. 3120 Irving Blvd., Dallas 2, Texas

## CONSTRUCTION

and

## INDUSTRIAL PRODUCTS from ISRAEL

- Portland Cement  
astm c 150-53 Type 1
- Window and Crystal Glass
  - Marble
- Steel Pipe 3" - 4" and 6"
  - Scientific Glass

Inquiries with Specifications and/or Blue Prints Welcomed

Write!

Phone!

Wire!

**SOLCOOR, INC.**

250 West 57th St., New York 19, N. Y. Circle 7-8150

## 70th ANNUAL CONVENTION AND EXPOSITION

Lumbermen's Association of Texas

APRIL 15-16-17

San Antonio Coliseum - San Antonio, Tex.

WELCOME TO BOOTH 85

**KOCHTON  
PLYWOOD & VENEER CO., INC.**

SAFE AS AMERICA



**U.S.  
SAVINGS  
BONDS**

WHERE YOU WORK OR BANK

# "Take it from me...."

In this busy building season you will really appreciate the one source service of the complete UALCO Aluminum Window line."



Mr. Ewing Cartwright  
Shelbyville Lumber Company  
Shelbyville, Tennessee

**UALCO**  
U-AL-CO

**COMPLETE LINE OF**  
**Aluminum WINDOWS**

Simplification of design along with mass production and strategically located warehouses is your assurance of the popularity which UALCO Aluminum Windows enjoy.

VERTI-SLIDE CASEMENT RANCH WALL SELECT-A-VENT AWNING HOPPER

HORIZONTAL SLIDING JALOUSIE AWNING PIVOTED PROJECTED

RESIDENTIAL AWNING UTILITY TWINSIDE BASEMENT DOUBLE HUNG HOPPER

## Complete National and Local Advertising

Watch the dollars roll in when you take advantage of our unbeatable promotional program. Direct mail, point-of-sale display material, newspaper advertising, magazine advertising, radio and television commercials.

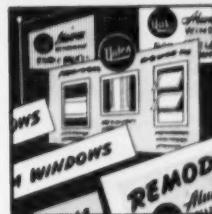
## Southern Sash

SALES and SUPPLY CO., INC.  
SHEFFIELD, ALABAMA

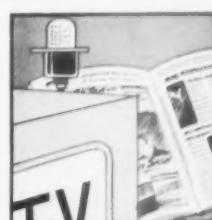
Southern Sash of Florida, Inc. Southern Sash of Montgomery  
1035 East 25th Street 506 North Court Street  
Hialeah, Florida Montgomery, Alabama



**MAGAZINE**  
advertising . . . UALCO'S advertising in big architectural, consumer, and contractor magazines is reaching your best customers.



**POINT-OF-SALE**  
displays . . . A variety of handsome displays interests your customers in UALCO Aluminum Windows



**RADIO**, television, and newspaper advertising in your local area will tell thousands of prospective customers how UALCO Aluminum Windows save time and money.



**DIRECT MAIL**  
program . . . All you do is provide a mailing list of your prospective customers. We pay the postage and handle all of the printing and mailing absolutely free of charge.

# Introducing . . .

*Decorator*  
by  
**National Lock**



- National Lock's newest "PROFIT-POTENTIAL"
- A fast-moving assortment of select quality items
- **FREE** display board is colorful...compact...effective

modern cabinet hardware  
creations smartly styled  
in Black and Brass . . .  
they're "Select-a-Pak'd" too

DECORATOR offers you the very latest in bold, modern cabinet hardware. Known as ASSORTMENT No. 40, it consists of 1 dozen or 1 dozen pair each of 10 select items including Pulls, Knobs, Backplates and Hinges. They're "Select-a-Pak'd" to stimulate impulse sales. A brilliant new display board, complete with hardware, is offered **FREE**. Decorator is a "profit-package" requiring a nominal dealer investment. Order NOW!

WRITE OR SEE YOUR WHOLESALER FOR FULL  
INFORMATION ON ASSORTMENT No. 40

Quality  
Hardware  
...all from 1 source



**NATIONAL LOCK COMPANY**

Rockford, Illinois

Merchant Sales Division



DISPLAY  
BOARD  
No. 40